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CITY-COUNTY

City Fathers Name Major Problems of 1958

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RECORD

SAN FRANCISCO AND THE BAY AREA

DEATH TO SMOG

BEN LINSKY

PAY-TV—WHO WINS?

ALAN TORY

TOP PERFORMERS



COVER PICTURE BY JOE ROSENTHAL

SUNNY S. F. SOLONS

LEFT TO RIGHT SUPERVISORS McCARTY, FERDON, DOBBS, ROLPH, BLAKE, SULLIVAN, McMAHON, ERTOLA, ZIRPOLI, CASEY, HALLEY, MAYOR CHRISTOPHER

JANUARY, 1958

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San Francisco and the Bay Area

KENNETH H. ALLEN PUBLISHER
ALAN P. TORY EDITORPublished at 389 Church Street
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LETTERS

The new lighting installation on Geary Street is only one of the good moves that have been made in San Francisco lately. It looks like it should be easy to spot a parking place with all this light, but not so. It does help in avoiding the Jay Walkers stepping gingerly over the water filled chuck holes.

BEN D. CLARK,
945 Golden Gate
San Francisco

The tribute to Italian-Americans by the Record is heart-warming, especially to us who belong in that category. For a good many years the Italian-Americans in San Francisco have been taken too much for granted. It's time they got the recognition they so richly deserve.

VIRGINIA CASSETTA
1416 Powell Street
San Francisco

The new Record is an outstanding achievement.

WILLIAM FLYNN
News Week,
155 Montgomery Street
San Francisco

I feel that the story about City College is very well done and I want to take this opportunity to express my appreciation for your interest in our work.

LOUIS G. CONLAN, President
City College of San Francisco
Ocean and Phelan Avenues,
San Francisco

FEB 1 1958
(PERIODICAL DEPT.)

BAY WINDOW

SUNNY SUPERVISORS: Our cover picture of the Mayor and Supervisors was taken on a stormy day in a brief respite when sun broke through the clouds. Beforehand, in the Mayor's office, the city fathers found diversion in switching on an electric train which circled round the base of a spectacular Christmas tree—which may be why photographer Joe Rosenthal caught them in a relaxed and jovial mood on the eve of their Monday afternoon meeting.

A symposium on what will be San Francisco's biggest problem in 1958 reveals the thinking of our Mayor and Supervisors on such important issues as freeways, transit, education, and taxation. A profile of newly elected Supervisor A. J. Zirpoli by Bill Simons will be found on page 7.

RECORD PUBLISHER: Whit Henry, known to readers as a genial master of anecdote and local history, has had a long association with George Allen, founder and publisher of this magazine. Now that more than a year is passed since the death of a loved and memorable figure, the time is ripe for some appreciation and assessment of a gifted man whose vision and ideas we aim to preserve and develop in our publication which for over twenty-five years has become part of the life of San Francisco and the Bay Area.

We are glad to print under Whit Henry's familiar by-line some memories of the unique role which George Allen played, of his genius for friendship, and his sturdy independence.

George Allen's concept of the whole Bay Area as his field of operation is confirmed today by the fact that such urgent needs as rapid transit and improved policing depend upon the out-growing of sectional interests. It is rarely that a new idea is hit upon of

which the seed may not be discovered in some remembered comment of this exceptional San Franciscan who made a long and intimate study of his adopted city and its sister communities.

SMOG: Benjamin Linsky threw up twenty years of pension rights in Detroit, where he was within fifteen years of qualifying for a pension of \$8,500, to come to the Bay Area as Air Pollution Control Officer. When his thirteen-year-old daughter Betty, after driving through Marin County, saw the Golden Gate Bridge and the vistas of San Francisco for the first time, she exclaimed: "Daddy, I think I'm going to like it here! Every place you look, it's nice to see."

Her father's article on smog control (see page 20) reports, after a year and a quarter, on method and progress in the big task of preserving our vistas.

MAKERS OF HISTORY: We were honored with an invitation to the last big event of the year of the Society of California Pioneers at which attorney and civic leader Ed Kyle—one of the few scintillating speakers in the Bay Area—gave a luncheon talk on a past which he and his contemporaries have helped to create. This brisk and convivial society, now housed in elegant premises at 456 McAllister Street, is unique in that it was founded and is sustained today by the makers of history. From the word "Go" when they met in Delmonico's saloon (they transferred shortly after to rooms above the Bella Union then described as "a restaurant with dancing waitresses"), the Pioneers wrote the pages of history with their own doughy deeds, taking time off for mutual relaxation composed of what they called "collations" and "explosives." The latest comers in this succession are among today's prominent builders and citizens.

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PERIODICAL
DEPARTMENT

PAY-TV

WHO WINS?

by Alan Tory

THIS PAY-TV a wicked spider asking the fly to walk into its parlor, or a good angel which at the clink of enough dimes will open a heaven of quality entertainment? This question the Finance Committee of the Board of Supervisors is in process of deciding. They have before them requests for granting a franchise by Skiatron—a wire transmission system for closed circuit television which has paid half a million dollars to the Giants for the right of bringing baseball to private homes and by international Telemeter, which is owned for the most part by Paramount Pictures.

The delay of the Supervisors in producing a report is understandable in view of big stakes involved. Taking time will permit the seeing of arguments in perspective, and some education of the public, most of whom are in a fog about the whole thing. It has been firmly denied by Supervisor McCarty that any commitment has been made to the Giants to link their coming to San Francisco with Pay-TV, so the discussion starts with a clean slate upon which fact, deduction, and speculation need to be clearly differentiated.

Without committing ourselves to the extravagances of some current protagonists, it is fair to state that television is not all that it could be. It is not, as Representative Emanuel Celler of New York has said: "The rape of the airwaves" (the Bell Telephone "Mister Sun" program, Hall of Fame plays, Wide World, Omnibus, Studio 90 and news programs give the lie to this!) Nevertheless, there are stretches of time when a stranger from another planet watching our screens might be excused for thinking we are a race of suggestible morons.

From this point of dissatisfaction it is fair to start. Would Pay-TV, with its possible nation-wide revenue of five billion dollars (as opposed to advertising revenue of a billion and a quarter dollars for free TV) give us a much higher standard of programming? The Pay-TV advocates insist that it would, with

a new dignity of choice for the viewer. The anti-Pay-TV partisans say that so far from achieving a new dignity, the viewer would endure a new monthly hole in his pocket, with no guarantee that advertising would be kept out, and no prospect of a higher proportion of good programs than we have at present.

It is here that we leave the fact of the imperfections of television as it is, for deductions which need to be scrutinized, and speculations where guesswork may rise from either wishful thinking or genuine prescience.

Opposition to Pay-TV is led by private theatre-owners who fear that they will be deserted by patrons, and that fellow-sufferers with them will be restaurant-owners and shopkeepers. It is argued that the new Giants Stadium may become a white elephant if it is possible to watch baseball games at home, and the huge parking space which is being prepared will never be paid for.

The networks are joined with private theatre owners in warning the public of stresses and discomforts and dislocation which will follow from the introduction of Pay-TV. Robert Saroff, president of NBC, claims that "Pay-TV will devour free television" since it will allure the best show talent with high salaries, and force the public ultimately to pay for many things which they now get for free.

The dream of better programs, it is argued, may very well not be realized, for the enormous investment which the toll-men propose to make will push them into seeking returns from the widest popular suffrage. Further, it is said, what guarantees have we that Pay-TV will be immune from commercials, and who among toll operators will be so high-minded as to say No to the offer of a million dollars from several sponsors such as is spent today for a single evening?

The toll operators, not yet in business, tend to a mixture of coyness with a martyr complex. Skiatron announces that it is interested only in making shows available which are box office, such as Sol Hurok's ballets, sports

events, and Broadway plays. While the price is not yet fixed, Skiatron representatives state that it will be below the actual price of admission for a show. This it is maintained will result in actual saving of money for a family, who will have a surplus to spend on city shops and restaurants (though the assumption is here made that the Pay-TV family will have the strength of mind to ration its home entertainment).

When taxed with the complaint that major prize fights, for example, will on this system be withdrawn from free viewing, Skiatron replies that this process has already begun through closed circuit transmission of fights to the very theatres who now object to Pay-TV in the home.

Payment to colleges and universities for football games will, it is claimed, ease many a harassed president's budget. Educational television stations could be put on their feet financially by the opportunity to charge for certain academic courses. Further, say the apologists of the new Lady Bountiful of the air, money will be put back into the community to the tune of 2% of the gross revenue of Pay-TV (if, as some opponents claim, \$100,000,000 per year would be spent by viewers, then the City and County of San Francisco will benefit by \$2 million!)

Pay-TV, it is concluded, will provide the means to enable television to realize its potentialities and grow up, and in doing so it will spread largesse.

One other group of interested persons remains to be quoted, and that is those film makers who see in Pay-TV a most attractive new channel offering much bigger profits, and the chance of capturing a new audience at a time when their hold on the public is slipping. These people salute an opportunity of exploring new techniques in an art to which a home-viewing audience will transfuse life.

Here then, is a summary of conflicting arguments which fill the air with loud and vituperative voices. What are the issues which need to be disentangled?

It may be asked, first, whether there is the possibility of peaceful co-existence between free and toll TV. "Just give us a chance to see whether people like us" say the Pay-TV advocates. "We will force nobody's hand. This is a free country. Every home will be at liberty to exclude us if they wish." To this suave talk the traditionalists—if so nostalgic a word may be applied to workers in so young a medium—reply: "Beware. This is the talk of a hold-up man with a bedside manner."

All the evidence does point to big consequences of change if and when Pay-TV is introduced. The area of sport events which may be seen free will undoubtedly be narrowed. Acting talent we now see for nothing could conceivably be bought up by higher bidders, and become available only for payment. The networks themselves, though now opposed to Pay-TV, would undoubtedly, if it became established, get into the act, and drain off some of their best talent into the world of the toll operators.

Thus the admission of Pay-TV would be a serious and far-reaching decision.

(Continued on Page 5)

Rare San Franciscan

GEORGE ALLEN

by Whit Henry

GEORGE ALLEN was a man with thousands of friends in all walks of life. It is now more than a year since his hand ceased to guide the Record, which he published and edited over a quarter of a century. As one who had the privilege of working with him as a contributor, I would like to set down some memories of a great lover of life and people.

I first knew George when we were members of the old Press Club before the War. At that time the Record was a far different appearing sheet than it is at present.

George was known to all of us as an authority on happenings in City Hall. He paid special attention to the affairs of the scattered civic improvement clubs which are such an important part of the life of San Francisco. I don't doubt that he installed more officers in these clubs than anybody else, before or since. And he relished every moment of it,

for he enjoyed people above all else in the world. He had a passion for San Francisco, and honored those who were trying to make it a better place to live in.

He was a fiercely independent man. He could be brusque and tough-sounding, although he was at heart engaging and affectionate, with a great sense of humour. Many were the opportunities of taking jobs at the invitation of one or other of the Mayors who came into office but he refused them all, preferring to be on his own.

One incident is worth quoting of a reporter of an oil company who gauchely nettled the local Portuguese by an ill-chosen phrase in a newscast. George, who was part Portuguese and part Irish, was telephoned by many of his irate blood brothers, since they looked to him as their leader. He took up the cudgels with the hearty zest for battle which was characteristic of him. Not only did he extract a handsome retraction on the air, but the oil company, wanting to make its peace with this formidable controversialist, provided him with a private plane in which he flew across the United States on a junket aimed to appease his anger.

Good dining, warm fellowship, and trips salted with conviviality and good talk were among George's delights. He went on one of the first Hetch-Hetchy trips in the twenties, traveling in a narrow gauge railroad to see the one dam that then existed. In the year that he died he made another trip, when he was fascinated to see the completion of the O'Shaughnessy Dam, and the two power houses. The growth of the project from one to three dams was the sort of thing that stirred his pride.

His zeal for projects that were constructive and socially useful was matched by his hatred of specious and tainted things which from time to time he repudiated in vigorous language in the pages of this magazine. He was a clear and forceful writer, as well as a publisher with far-sighted dreams and visions.

I never considered George a deeply religious man, but he was a great believer in

building character, and helping those who made this enterprise their life work. He cherished his own family, and no prouder man ever walked the streets than he did when he first became a grandfather.

It is good to see the Record continuing robustly, and building on the foundation which George Allen laid. Such an enterprise as the Goodwill Tour of California Mayors to Europe, slated to depart by Qantas Airways on July 9, would be welcomed by him. The gesture of sponsoring this project is in harmony with the aims which inspired his years of publishing.

PAY-TV (Continued from Page 4)

On the question of advertising, while Skiatron now gives an assurance that commercials will be excluded, other Pay-TV systems may be more pliable. They may prefer to reduce the cost to the viewer, as does the newspaper to the reader, by calling in advertisers to carry the main part of the financial burden. It would be a mistake to assume that the commercial will not follow us up at least some of the slopes of the cultural Everest to which we are invited to pay our way.

The real question to resolve is how are we to get better programs, to extend the promise of television, and encourage its maturing? Would the initiative of the public alone be enough to demand improvements of our present free television, and are we thrust back on the basic need to raise standards by providing better education? Or has television with its present equipment gone as far as it can go, and does it need more money to experiment? If power is given to the toll operators, will they abuse their privilege, or will they be responsible? Should legislation be passed to control their operations, so that the interest of the public becomes paramount, and that of private profit secondary?

These questions will come up for decision by the Finance Committee of the Supervisors who have to determine whether or not Pay-TV is in the line of progress. If it is, a draught may well be created which will affect theatre-owners, though not necessarily to the extent that they fear if they have the wit to reintroduce vaudeville; nor is it likely that human gregariousness will succumb completely and the Giants will play only to a handful of wives and relatives in their stadium.

If, however, Pay-TV is not in the line of progress, and it is no more than a dazzling gold mine speciously varnished with high-faluting talk about progress and service to the community, it will be best to turn a deaf ear to its pitchmen. Better to avoid the upset of wiring San Francisco at a cost now impossible to determine until exact requirements are known, and some measure of dislocation of community life. The private TV owner, who would be required to pay a monthly charge of from \$2 to \$4 to cover installation of equipment for Pay-TV, could then keep that hard cash, in addition to whatever he might spend on programs, in his pocket, and continue as before, the normal routine of time payments on the set.



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G-E and P. G. and E. joined forces at Vallecitos to gain experience and know-how from building an atomic plant and operating it for everyday commercial service. The lessons being learned and the experiments being conducted at Vallecitos are hastening the day when A-plants will become economical. We will be ready with low-cost A-electricity long before the inevitable depletion of the fossil fuel supply.

Thus, P. G. and E. customers may continue to be assured of power ahead of their needs as well as the best possible service at the lowest possible cost.

ALFONSO J. ZIRPOLI

by Bill Simons

MARIAN SALMEN went to work in the handsomely modern law office on the eighth floor of the Bank of America Building on the morning of last December 6.

The day before San Francisco had been an unenthusiastic witness to an excessively drab election, the only lilt of which had been provided by the decisive election to the Board of Supervisors of Marian's new boss, Alfonso J. Zirpoli. A newcomer to the arena of elective politics, he had shown surprising strength by landing in the middle position of five elected to the Board, dashed fore and aft by incumbents.

For almost two solid weeks Marian typed hundreds of "thank you's" to congratulatory messages, each acknowledgment personally dictated by her boss. (The longest-winging message came from Beatrice and Helen Christopher, the Mayor's sisters, who were vacationing in Rome.)

She learned a little Italian, for many of the telephonic congratulations were from the peacock-proud citizens of North Beach, the city's Italian heartland where Al Zirpoli's roots sink deepest, and whence flows much of his extremely successful bilingual law practice.

She learned a little of politics, too, for the inevitable pressures facing the newest member of San Francisco's legislative body began to appear even before he actually assumed office.

But she found her boss a relaxed yet vibrant person, one who was familiar with pressure and who dealt with it without apparent strain, who worked with system and enthusiasm and

with consideration for others, who never lost his temper. . . .

Looking about 10 years younger than his 52, about 15 pounds heavier than his 141, and another inch taller than his five-foot-nine, Al Zirpoli is on the spot as a man who is politically "it" for the first time in a career that has been milestone by the holding of such public offices as Assistant District Attorney (1932-33) and Assistant United States Attorney for Northern California (1933-44).

A lifelong Democrat, he has been proudly partisan in politics on all levels from national to local for more than half his life, made his first political impression when for two years (1935-36) he served as state president of the Young Democratic Clubs of California.

His personal chronology starts on April 12, 1905, with his birth in Denver, Colorado. Twelve years later his parents moved to San Francisco where he attended Washington Grammar School, Lowell High School, graduated from the University of California in 1926, received his law degree two years later at the University's Boalt Hall. In 1936 he married Giselda Campagnoli, a former Galileo High School teacher. With their two daughters, Sandra, 14, and Jane, 11, the Zirpoli family lives at 1140 Greenwich Street.

Professionally, he is a member of the San Francisco Bar Association, having served as a director during 1953-54, State Bar of California, American Bar Association, San Francisco Lawyers Club, Federal Bar Association and American Judicature Society. In 1953 he was honored by election as a Fellow of the American College of Trial Lawyers (the ex-

clusiveness of this honor is pointed up by the fact there are only 19 other Fellows in San Francisco). In 1945 he served as a lecturer in Criminal Law at Hastings Law College, and from 1951 to 1956—at the request of the judges of the U. S. District Court—he was chairman of the San Francisco Lawyers Panel to Represent Indigent Defendants in Federal Courts.

Thus, his background, personal, professional and political, is considerable.

The campaign for office as a Supervisor which he waged with vigor and success was not entered through any whim or fancy. He is in this new area of politics—to use his well thought out words—"to the degree that the people who elected me are confident in my ability to serve them in any further capacity."

Who knows, Marian's boss could go most anywhere from here!

Off the Record



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FIRST CITIZEN
Hard work will solve them

MAYOR CHRISTOPHER

It is not possible arbitrarily to choose one of the problems facing San Francisco and say its solution is more important to the welfare of San Francisco than any other.

We have several projects of long standing which should be high on the priority list of projects that should be completed at the earliest opportunity.

Redevelopment of the slum and blighted areas is imperative, as is relieving the parking and transit situations. Juvenile problems, rehabilitation of plant and equipment on a pay-as-you-go basis, proper policing (which, incidentally, pays, as indicated by the State report showing San Francisco as the only city in California with a crime decrease) and many others—all are but a link in the chain of problems belonging to this city. Hard work will solve them.

FRANCIS McCARTY

It is extremely difficult under the complexities of modern life to single out any one governmental problem as being the biggest. However, one problem comes to mind as being most difficult not only for 1958, but for many years thereafter.



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Problems We Face in 1958

The Mayor and Supervisors have each answered the question: "What will be S. F.'s biggest problem in 1958?"

This problem is transportation. It includes vehicular traffic, with decisions to be made on freeways, one-way streets, and other traffic controls. It also includes the improvement and modernization of San Francisco's surface mass transportation, the Municipal Railway. It includes the consideration in San Francisco of the possibility of subway or elevated mass transit.

It also includes the most serious problem of Bay Area rapid transit. The creation of a Bay Area rapid transit system is a "must" for the future development of the Bay Area. It will be extremely costly and will take the cooperation of the surrounding counties, together with incorporated towns and cities therein.

With the tremendous influx of population into our area it becomes increasingly mandatory that San Francisco maintain its position as the center of this geographical and economic unit.

To do this we must solve our transportation problem.

JOHN JAY FERDON

The major local problem, today and in the immediate future, is the movement of persons, efficiently, rationally, safely. We must provide for mass transportation, private vehicles and public carriers within our boundaries, then rapid transit between and among the adjoining communities, which are ever contracting into a true Bay Area unit. In all this concern for and with inescapable traffic, we must remain not only alert to but also active in, such allied subjects as parking, street management and proper design.

Progress, not mere change, must also be made in the development of substandard properties and the refurbishing of many other sections.

Other advances, commercial, financial, cultural and intellectual, must, and will be, achieved. We must think, not skim. We must weigh the future, not surmise. We must finally act, not simply

refer. Thus, we meet the current problems and stand prepared for the inevitable, subsequent decisions.

HENRY R. ROLPH

The most important problem facing San Francisco in 1958 is the further development of its Capital Improvement Program. I consider that a very careful study must be given the plans for the proposed Ferry Park at the foot of Market Street with a view toward submitting a bond issue covering this project to the voters. It is now apparent that state financial aid will not be received for the purpose of constructing this park, and accordingly San Francisco must determine exactly the type of park it wants for this area and in turn attempt to obtain the approval of the voters through the passage of a bond issue.

Further, I consider a carefully studied plan must be worked out for the rehabilitation of the Palace of Fine Arts under the legislation passed at the 1957 session of our State Legislature. We should match the authorized state funds and rehabilitate this structure and make it into a community asset and tourist attraction of which we can be justly proud rather than the dilapidated shambles it is so rapidly becoming.

In addition, a definite plan must be decided upon for the expansion and further development of our small boat harbor facilities. The cost of this small boat harbor program must be studied and a determination reached as to how this important work be financed. As a result of legislation passed by our 1957 legislature, some funds will be available for planning such small boat program, but the actual cost of facilities will be through city funds.

Another very important Capital Improvement project for San Francisco is the Maritime Historical Monument to be erected adjacent to our Aquatic Park, by the State of California, through

tideland royalty funds. This development will considerably enhance the importance of our Aquatic Park.

The State Division of Beaches and Parks has indicated it will spend up to two million dollars in developing this area.

Our Unified School District, under the school bond issue of 1956,



McCARTY
Transportation is the headache



FERDON
Movement of people

It is hoped will undertake in 1958 the creation of the new Lowell High School in the southwestern section of the city and the new Southeastern High School at the corner of Mansell and Holyoke Streets in the Portola District, at a cost of four and one-half million dollars each.

Other important problems facing San Francisco which must be solved in 1958 are the repair, modernization and expansion of the San Francisco County Hospital and our very fine Laguna Honda Home for the Aged. It is apparent the work of our entire Public Health Department must be carefully studied so that the operations of this department can be fully and effectively conducted with the assurance that we are constantly getting the maximum return of our investment of tax dollars.

HAROLD S. DOBBS

I look forward to a prosperous year in San Francisco's tourist and convention business, highlighted by the opening of the new Exhibit Hall in Civic Center which will help each and every business interest in our city. The new 5th and Mission Garage will aid the downtown section in the parking problem and by next year we hope to see the Stockton-Sutter garage well on its way.

The biggest problem San Francisco will face in 1958 is the increasing cost of materials and services which has been on the rise each year, and has now reached the point where our tax rate is the highest in San Francisco's history. It will be difficult to hold the tax rate down during 1958 if the cost of government continues to rise.

All in all, however, San Francisco still is the greatest city of them all and I am sure that with the wholehearted cooperation of all its citizens our city will continue to go forward.

WILLIAM C. BLAKE

Freeways are, in my opinion, the major problem which San Francisco faces in 1958. The question freeways pose is: Shall our city, renowned all over the world for its beauty and pleasant mode of living, retain its character, or shall it become merely a staging area for the movement of armies of motor vehicles from one part of California to another? Surely, the authorities can combine vision with planning. They can and must build highways without destroying our residential districts. We must protect our community and the people living in it.

The new Bay Area Rapid Transit District has just been created. It is empowered to finalize plans to build and operate a rapid transit system serving the whole Bay Area. Why not see what the District comes up with, and estimate what effect it may have on our traffic problems before devastating whole areas of our city with ugly, multi-story concrete monsters? The year 1958 will be a year of decision for San Francisco in this field.

JAMES J. SULLIVAN

The most pressing problem confronting San Francisco today, for the short term at least, is the street and traffic management program. Every person in the community is affected to a great extent by the proper or improper use of the streets and is vitally con-

cerned with the symptoms of the problem which include congestion, lack of parking and commercial loading facilities, and a needlessly high accident rate. There is a grave potential danger that in the absence of speedy and effective solutions of the parking and transit problems, economic strangulation of the city may occur. The tremendous losses of time, money, life and limb must be reduced if San Francisco is to grow and prosper as we all want it to.

The efforts to solve the problem are continual and vigorous, and in my opinion local government is progressing satisfactorily to a point where a reallocation of responsibilities and functions for provision of traffic facilities and their management in San Francisco will produce desirable results. Specifically, the Street Traffic Advisory Board has recommended a course of action which is currently under study by the administrative departments and the Board of Supervisors. Upon culmination of the studies, I am hopeful that the solution of the problem will be close.

CLARISSA S. McMAHON

There are many plans and objectives for the benefit of the people of San Francisco which the public officials hope to accomplish during the year 1958. Some of these are necessities. Others we should have and still others are things which we hope to have in the future. All would result in the improvement of the City such as an enlarged Police Department, better service for the medically indigent, better schools and others too numerous to mention.

However, to my mind the most important objective for 1958 is a plan which would give these improvements to the people without materially increasing our present property tax rate. I feel that the tax rate can go no higher under our present economic conditions, and therefore it is incumbent upon the Board of Supervisors and the other City officials to devise some means other than an increase in the ad valorem tax to increase the City's revenue to a point sufficient to pay for the needed service and improvements.

CHARLES A. ERTOLA

In 1950, by act of Congress, the federal government allocated three million (\$3,000,000) dollars for the study and construction of a concrete model of the floor of San Francisco Bay. This study and the facts about our bay will uncover and pinpoint the most important problems facing our city. As a seaport we are dependent upon shipping and commerce. This model of our bay will expose the secrets of shifting tides and sands that tests now show are tending to block our Golden Gate. This could mean the eventual end of the bay as a truly

(Continued on Page 10)



ROLPH
Capital improvement



DOBBS
How to meet increasing costs



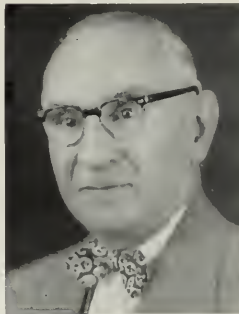
BLAKE
Freeways



SULLIVAN
Parking and transit



McMAHON
Need for more revenue



ERTOLA
Implement the Reber plan

PROBLEMS WE FACE

(Continued from Page 9)

great port. Just as London is dependent on the Thames River, Rome on the Tiber and New York on the Hudson, our City is dependent on our Bay and its rivers. Furthermore, the blocking of the Golden Gate by sands and silt has been causing salt water to back up along the great rivers that flow into our bay. The great green valleys of these rivers that surround our City are thus threatened with brackish water and untillable soil. San Francisco as the center of commerce for this area will suffer in the event this comes to pass.

These arresting fields deserve the attention of every citizen: Shipping and Commerce, Fiscal and Financial, Rapid Transportation and Economic use of our available land or Redevelopment. One phase of the first of these has been discussed above. What of the other focal points? By the use and study of this model we may find the Reber Plan a prospective reality. With the Reber Plan would come land filled causeways which would ease the transportation problem, provide industrial sites,

(and concomitantly, property for our tax roles) and add great fresh water lakes for recreational and agricultural use.

A. J. ZIRPOLI

San Francisco's most immediate need in 1958 is a well-organized and aroused Citizens' Council for Community Development. It was just such a council which gave the necessary leadership to the City of Pittsburgh and made possible the Golden Triangle. San Francisco is capable of presenting the same type of leadership which would make possible the redevelopment of the Golden Gate Way, better known as the Produce Area (Area E) and the renewal of Western Addition, South of Market and Diamond Heights, thereby giving our city one of the greatest eras of prosperity it has ever known.

The key to the solution of this redevelopment program, around which a great city of the future can and should be built, centers in turn on the providing of an adequate, fast, modern interurban mass rapid transit system coordinated with our freeways and other transit facilities in San Francisco and the areas served.

JOSEPH M. CASEY

The biggest problem for San Francisco in 1958, and probably for many years to come, is the multi-faceted traffic-transit-parking problem.

It should be readily apparent that the handicaps encountered due to the absence of adequate and speedy solutions have an impact on every person who lives or does business in San Francisco: motorists, patrons of public transit vehicles, commercial operators and pedestrians alike. The congestion and the accidents and fatalities reflect enormous losses in time, money, life and limb.

If San Francisco is to grow and prosper, economically, culturally, socially and in every way, the complexities of traffic, transit and parking must be met adequately; and necessary changes, whether they be in the nature of freeways, one-way streets, tunnels, an integrated mass transit system or other acceptable expedients, must be embraced and made effective forthwith.

It is encouraging to know that energetic steps are being taken to deal effectively with the traffic-transit-parking problem. The Board of Supervisors has contracted for and received a Traffic Management Study which contains a number of constructive suggestions now under study by City and County administrative departments. The one-way street pattern has been extended and is continuing to operate satisfactorily. Our freeway program is progressing, off-street parking facilities are being constructed, the San Francisco

Bay Area Rapid Transit Commission is preparing to exercise its functions, and local transit improvements are being effected daily.

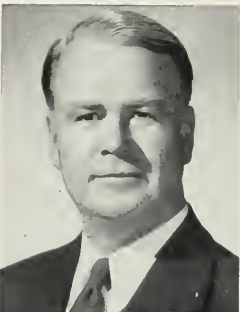
JAMES LEO HALLEY

The most important problem facing the people of San Francisco and all American communities in 1958 will be a re-examination of



ZIRPOLI

Citizens' Council for Community Development



CASEY

Traffic, transit, and parking



JAMES LEO HALLEY

Quality in education

educational practices as related to the curriculum of the schools. It is now evident that the education of children from Grade 1 onward, must be geared toward a program of recognizing and developing the early-in-childhood-potentialities — the examination and analysis of the potential of each American child toward the end that the greatest possible values associated with national security and individual attainment are achieved. It is my considered opinion that the compulsory education law (eighteen years of age) should be changed to mean compulsory education and training law.

Startling demonstrations have recently exposed the successful practices within the educational system of a nation which at one time was actually a backward nation, and should cause us to re-examine our entire educational structure. More schools, more teachers, more playgrounds, more gymnasiums, mean little unless the intellectual attainment of the students match the great cost of education and produce a substantial group scientifically trained to cope with the alarming results achieved by a foreign country.

The only segregation that should be permitted in the schools should be that of segregating the pupils so that each may be directed to follow a course which would create the greatest results within his individual capabilities, toward the end that as an individual he can become a more valuable part of the American community.

Alan K. Browne, vice president of the Bank of America, who is 1958 president of the San Francisco Chamber of Commerce, was last year chairman of the Chamber's Civic Development Committee and Mass Transit Section. He was also chairman of the Bay Area Rapid Transit Commission, now superseded by the Bay Area Rapid Transit District, and played a major role in the engineering and financial studies and the passage of the legislation which created the district.

He is a member of the San Francisco Parking & Transit Council and holds many other titles and memberships, including the steering committee of the National Conference on Co-ordinating Metropolitan Area Transportation.

Born in Alameda, he is a graduate of the University of California, class of 1929.

Mayor George Christopher recognizes the importance of the contribution to international understanding that the Mayors of California will make on their Goodwill Tour to Europe, sponsored by The Record Magazine.

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Gomans and the Gay Life

THE ROBUST laughter of the good old carefree days in San Francisco is hard to find in the serious fifties of the Sputnik age. The thin cackle of satire and manipulated audience twitters are nowadays more in evidence than direct echoes of earthy gaiety. The old Barbary Coast, transformed into the International Settlement, faded with one happy exception, into a street of humourless clip joints. It has now rejected entertainment for commerce.

The one exception in Pacific Street was of course Goman's Gay Nineties, now removed to what used to be John's Rendezvous at 345 Broadway. Vaudevillians Bee and Ray Goman have been part of the life of San Francisco since 1935. They are our living embodiments of the salty cheerfulness of a gaudy, gilded, facetious past.

Before they opened the Gay Nineties in 1941, they were well known as performers at the old Orpheum and at the Music Box. In their rollicking years as entertainers they have seen changing public moods in war and peace, and crossed paths with some of our city's leading figures. Former Mayor Elmer Robinson, once in show business himself, has been a warm patron of the Goman's. The banjo which Ray uses was bequeathed to him by Jack McCloud,

with whom Elmer Robinson played the trumpet in a dance hall on Pacific Street when he was working his way through law school between 1907 and 1913.

In 1942 the Gomans took part with Mayor Angelo Rossi in the first bond drive launched in San Francisco. They drove with the Mayor in a two-horse hack dating back to 1890, leading a parade down Market Street. The gimmick



He played the trumpet

was: "Save your gasoline and save your tires." The cab ended its spectacular journey, in harmony with old custom, in the Garden Court of the Palace Hotel—but not without embarrassments, since the entrance was not wide enough for two horses, and in the presence of a big crowd one horse had to be edged out of position.

In their new location on Broadway, although a historic facade and period plaques by Putnam which once adorned Red Kelly's bar are left behind on Pacific Street, the Gomans boast a new acquisition which goes back half a century. This is the portrait of Stella, a recumbent nude who was a great attraction at the Pacific International Exposition of 1915.

The gift of Judge Thomas M. Foley, it comes through his wife from her former husband, Stanford White, who got possession of it after the lady's triumphant career



MAYOR ROSSI AND GOMANS LAUNCH A BOND DRIVE

which grossed \$3 million in one year by simple addition of dimes. Old-timers will remember when: "Have you seen Stella?" was a slogan all over the country. Art connoisseur and perfectionist Elliston Ames, the veteran pianist who accompanies community singing of old favorite ditties, points out that this painting by Napoleon Nani—now at the back of the bar—is anatomically at fault in one important point—she has two left toes.

Stella is supplemented by one other relic of the 1915 Exposition, which comes from a retired Vice-President of Crown-Zellerbach. It is the sign which in those distant days inveigled customers to cross the daring threshold. This trophy was stolen by Mr. Louis A. Colton at the end of the season in much the same spirit as enthusiasts appropriate goal posts after the Cal-Stanford game. He eased a hypersensitive conscience by surrendering the board to the Gomans who

now display it at the entrance to their theatre-restaurant.

Ray Goman dreams of a new International Settlement on Pacific Street where national food could be served and national songs and entertainment given. One day this hope may be realized, but meanwhile one of the few remaining outposts where the spirit of old San Francisco lingers valiantly is the Gay Nineties on Broadway, now furnished with the relatively modern accessory of a Dixieland band, and blended with the streamlined present by the contribution of Ray Goman Jr. so that the show is now described as: "The Most Up-to-Date Old Time Show in the Country." Chorines strike a modern note, while Wally Rose's baton recalls a lively past.

The California Mayors Tour, sponsored by the Record Magazine, will be the first such group to visit Europe on a Goodwill Tour.



Contributor Whit Henry once entertained at the Gay Nineties

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The Mayor is a Lady

by Mollie Dee Morris

Mayor of Pacifica
Jean Fassler



A REFRESHING variation from today's stereotyped expectations of the female executive, the winsome lady mayor of San Mateo county's newly-born city, Pacifica, stood in her "office" (a colorful, family constructed beach dwelling) and expressed her views on milady's place in politics.

Mrs. Jean Fassler, 38 year old housewife and mother of three, brushed back a loose strand of deep brown hair, smoothed a wrinkle from her cotton print skirt and thoughtfully, yet with a firm manner, advocated women in government as a "stabilizing factor."

"Here," she explained, "the mature aspects of women's nature—patience combined with a sense of order—can really be utilized."

She added, though, that "women with a home and family are better equipped to understand community problems."

The lively, blue-eyed housewife took on the additional role of Pacifica's first chief executive when she received top vote from a field of 26 candidates in the November election which incorporated nine coastal towns into the new city.

Had she imagined a year ago that not only would this same Pedro Point dwelling be located in a city named Pacifica, but that she would head the government of this as yet unborn city?

"A year ago!" echoed the mayor, mildly astonished. "Why a month ago I would hardly have believed it. . . when I first heard the returns I just kept wondering if the votes weren't counted wrong."

Mr. Fassler is now taking this "all in his stride," but when he first learned his wife was the mayor things were a little different.

"Joe, my husband, approved of my nomination before I accepted it, of course, but he never dreamed this would happen."

"He used to kid the fellows at work," she continued, smiling, "that they had better watch how they treated him because his wife was going to be a mayor."

The Fasslers' three children—Wally, 12, Gregory, 10, and Lynn, 6—all took the news

with unimpressive calm with only the slight observation from Gregory that "he wasn't sure he liked the phone busy so much."

The mayor denies an interest in politics, per se—"titles never impressed me" and "I've never been in and around politics before." Still digesting all the implications of her new responsibility, she admitted that "I'm a little afraid of what all those men will think," in reference to the four males who form her city council.

But beneath the modest and unassuming manner one detects a sharp sense of responsibility as she discusses her new office.

The chief executive cast a wistful glance from her kitchen window at the housing development, Linda Mar, and recalled the time when the thriving project was nothing more than a squat, green artichoke field.

This was fourteen years ago when Joseph and Jean Fassler and their young son, Wally, moved from the war time pace of San Francisco to a two-room "shack" on the county coastline. Mr. Fassler commuted daily to his city job with Standard Oil Company and they both worked on turning the modest dwelling into the five-room home it is today.

During the early years at Pedro Point, Mrs. Fassler, son in row, would make daily excursions to the neighboring hamlet of Rockaway Beach. Here she would shop and chat; eventually she formed a mothers' club where common local needs were discussed.

The need for centralization and unity in the small coastal towns was even at that time beginning to make itself felt—if in embryonic form.

Last year, thirteen years and two children later, Mrs. Fassler became aware of the acute need for centralization when she served as president for the county's second largest PTA unit, which incorporates three schools.

"Persons from all over the area would come to the PTA with local problems which weren't under the association's jurisdiction—however this seemed the only place to bring them."

This involved many trips to Redwood City,

the mayor continued, and a lot of wasted time and "red tape" to get anything accomplished. Major problems were transportation and recreational facilities for the area's children.

These concerns and the advantage of lower tax rates ultimately manifested themselves in the incorporation of Pacifica which absorbs and unifies the communities formerly known as Sharp Park, Linda Mar, Edgemar, Westview, Pacific Manor, Rockaway Beach, Fairway Park, Vallemar and Pedro Point.

Geographically Pacifica extends over a 12 mile, spasmodically populated coastal span. The area is composed of two sharply distinct elements—the fast-growing modern housing projects which, essentially, lend themselves to a certain conformity, and the cluster of older, individual homes that punctuate the hillsides as naturally as the vegetation which surrounds them.

To blend these factors in a relatively comfortable manner while retaining the area's sylvan, rugged charm would seem a uniquely formidable task. However, the mayor views this with the fundamental understanding and calm innate to her.

"Basically," she explained, "I want to preserve our rural and picturesque atmosphere. The family is the heart of our community and I think all of us feel strongly the rustic environment which first drew us here."

"And I think with the common interest and unity which we have won we will be able to keep Pacifica's individual personality along with any progressive steps we must take."

When asked how she felt about the name Pacifica (some talk has arisen about changing this), she turned her gaze toward the room's quiet view of jutting coastline.

Waves were crawling up the shore and slapping lazily against bunches of greenish kelp and driftwood scattered along the beach. A few seagulls were scavenging through the early morning fog.

"Pacifica," said the mayor, "seems sort of natural."

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Municipal judge whose precedent-making decision in the "Howl" trial laid down the rule that so long as literature has redeeming social importance it may not be censored as obscene.



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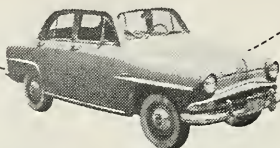


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FRANCIS AHERN

Chief of Police, who has achieved for S. F. nation-wide recognition in 1957 through a significant decrease of over 5% in the number of major crimes.



JOHN RICKEY

Restaurant and hotel proprietor, whose empire nearly doubled in 1957, and is still growing.

Blue Water & Red Tape

by Jane Rawson

SAN FRANCISCO BAY:

By Harold Gilliam
Doubleday — \$4.50

San Francisco is rapidly becoming the city with the "most-est"—it has glamor, tourist appeal; it is an international conference center, commercial and industrial capital, gateway between east and west, and named for a historic little friar who delighted to preach his heart out to all living creatures. To everyone who is part of this intense life, and particularly to those who are concerned to build and enhance the Bay Area, Mr. Gilliam's book, which describes the setting of this metropolis, is packed with exciting facts and descriptions. Mr. Gilliam points out that in the tradition of all great cities from Byzantium to New York, San Francisco stands on a bay, which in the case of this waterway, which in the case of this city ranges in mood from the mists of the Thames to the golden sparkle of the Tiber in no time whatever, and is an important departure point for ships and people to the Orient. The city on such a bay is certainly one about which we can make "no little plans"—highways, bridges, airports, parks—all must measure up to its great natural advantages.

While it is difficult, say, to associate St. Francis with Market at Tenth Street, Mr. Gilliam restores our awareness of wildlife by giving detailed accounts of the birds, fish and animals who inhabit the bay, with charming paragraphs for such creatures as the fun-loving porpoises. For leisured mulling over of the phenomena around us, the contents range with reportorial nonchalance from poetic atmospheric pieces about the weather and seasons to a straight-hitting commentary on Alcatraz.

Everyone will have his own particular enjoyment in this book. For me the tales of old shipwrecks had just the right balance of the romantic and macabre, with their

drowned sailors and buried gold moldores. The non-scientific, if there be any such left in this atomic age, will also delight in Mr. Gilliam's tides as explained to the kindergarten. Clearly if our fifth graders are to be taught the higher mathematics, Mr. Gilliam, who can explain in a few brilliantly clear sentences the difference between "high high-tide" and "low high-tide" is the education network's man.

The dust jacket has just the right cloudscape over the Golden Gate bridge, with an urgent line of foam in the foreground, both of which contrive to suggest the mysteries and importance of the Bay

PARKINSON'S LAW:

By Prof. C. Northcote Parkinson
Houghton Mifflin Co. — \$3.00

Professor C. Northcote Parkinson is concerned about paralysis, inefficiency and waste in the swivel chair set. He holds the Raffles Chair of History at the University of Malaya in Singapore. This vantage point, with empires rising and falling around it, is a singularly good one from which to cast a cynical eye over the whole structure of administration, bureaucracy and business procedure—a project which no-one would have delighted in, probably, more than the dashing, able promoter and observer, Sir Stamford Raffles himself.

Fascinated by the incredible increase in staffing in complex contemporary organizations, where employees are busy about promotions, pensions and paperwork, rather than true productivity, Professor Parkinson has enunciated a law which affirms that in the kind of organization under his survey, staff accumulates at the rate of over 5% each year. He quotes colorful statistics from the British Navy, where, since 1914, capital ships have decreased by two-thirds, officers and men by one-third, but



This view of the Oakland Bridge and Bay is one of the many flashes of beauty in an unusual film of San Francisco produced by the Santa Fe Railway.

Admiralty officials have increased by a remarkable seventy-eight per cent.

Professor Parkinson is also concerned about the way all people, except millionaires and applied mathematicians are benumbed by large figures, and will happily vote in trance-like apathy for appropriations in the \$25,000,000 bracket with no discussion whatsoever, but will spend hours of committee time arguing over some item on the agenda such as \$475 for the monthly bill for coffee for a Welfare Committee, purely because it is an item they can grasp. One of the wryest chapters is the tenth—on pension point or the age of retirement—which suggests that officials whose usefulness is ended should be worn out by being sent on continual air-trips to widely diversified places. This strenuous travel, particularly if indulged in without breaks between trips, and accompanied by inordinate amounts of forms to be filled out, will finally compel retirement.

Another good whimsical note is

struck in the chapter on the selection of employees, which includes the bright idea of taking a leaf out of the old fairy-tales and threatening unsuccessful candidates with liquidation, thereby shortening the list of applicants at the very beginning.

The book is pointed up by ingenious mathematical formulae embodying the laws enunciated. Mathematics, however, have a highly personalized drudgery all their own. Our historian is not so entertaining in this department. But what is missed in mathematics is gained in pictures, which are a source of delight from the moment we see the elderly leisured aunt, who can happily spend a whole day sending a post-card to her niece.

Wives and friends who accompany the California Mayors on their European Tour, sponsored by The Record Magazine, will be accorded the same wonderful treatment received by the Mayors.

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Death to Smog

Why Not Clear the Air?

by Ben Linsky

SMOG, in the broad way it is commonly used, means many different things to many people. To some it means the various air pollutant gases, droplets, and solid particles that are found in the atmosphere. To others it means the effects of these pollutants as noticed by people. To still others it means a particular characteristic of polluted air measured by some particular instrument.

To further confuse the users of the word smog, some people think only of the sooty, gritty, sulfurous, foggy type of polluted atmosphere found in London and many other parts of the coal burning world. Other people think only of the oily, hazy, sun-burned gassy type of air polluted atmosphere found often on the West Coast of the United States and industrialized South Africa.

Because of this confusion, we have designed our own definition of smog. We refined and improved it by consulting with hundreds of community leaders and technical specialists in science and language arts in October, 1956, when I came on the job as the first technical-professional employee of the Bay Area Air Pollution Control District. (This date was a little more than a year after the District was established by a special State Law, Chapter 2.5 of the Health and Safety Code.)

The agreed-upon language is:

Smog is excessive air pollution, recognizable by its effects on people, on the things that people own, and on the things that people like to do.

All air pollutants were classified into 5 physical types to clear up the confusion between what causes localized effects and what causes area-wide effects.

	Localized	Area-wide
1. Large dust	Yes—Fall out	No
2. Microscopic dust	Yes—Downwash	Yes
3. Droplets	Yes—Fall out	No
4. Microscopic droplets	Yes—Downwash	Yes
5. Gases	Yes—Downwash	Yes

The excessive effects of air pollution were classified into 8 types to help people organize their thinking about smog and to help people understand why we must control open burning and other preventable sources of air pollution. By seeing how large scale open burning contributes to these 8 types, we can easily grasp the idea:

The Excessive Effect by Type	How Large Scale Open Burning Contributes	Area-Wide
1. Sky Darkening	Smoke	Smoke
2. Visibility Interference	Smoke	Haze
3. Soiling of Surfaces	Soot and Fly Ash	
4. Discomfort or Annoyance to Senses	Odor Eye irritation Throat irritation	Eye irritation
5. Vegetation Damage	Soot Ethylene	Ethylene Hydrocarbon-smog
6. Other Property Damage	Burning embers	
7. Interference with Production of Services	Traffic interference from haze	Traffic interference from haze
8. Impairment of Health	Smoke affects asthmatics	?

So much for air pollution effects.

How about sources that can be cleared up?

Almost everything we do at home, at work, and on our way to and from work, adds pollutants to the atmosphere. Most of these

Each "tooth in the buzz-saw" needs to be broken off or filed down if we are to keep the smog out of our eyes.

San Francisco

PEOPLE AND PROGRESS

PERIMETER PARKWAYS

We asked retiring Supervisor Gene McAteer the same question addressed by the City-County Record to the present Board of Supervisors. He replied:

The biggest problem that my native city will face in 1958 is the decision as to how much further it will allow the freeway systems

affects schools, stores, businesses, churches and friendships of long standing. These are the very foundation on which America has been founded.

Perimeter parkways, which would avoid residential districts are the only answer, in my opinion, if we are to preserve the charm and dignity of our city. To carve our city into sections divided by the concrete walls and pillars of the freeways, is to destroy the beautiful City of St. Francis. To dislocate native families, destroy residential districts and to witness the rise of ribbons of concrete on our skyline is to destroy the God-given beauty with which we have been blessed.

It will be interesting to witness the courage and the efforts which must be made by our public officials to prevent San Francisco from becoming another "proving ground" for highway engineers who, strangely enough, are sometimes wrong in their estimates and with their plans.

Governor Goodwin Knight warmly commends The Record for sponsoring the California Mayors' Tour.



EUGENE McATEER

to penetrate the boundaries of our city.

In my opinion, we are on the threshold of seeing our city's entire topography destroyed by the freeway planners and builders. Their efforts to aid the movement of automobiles through our city have placed on the drawing board some plans which would rip out long established residential areas.

We recognize that this is a machine age. We recognize the need to provide adequate highways for the automobile. However, we must determine whether or not the preservation of residential districts within our city limits is more important than accommodating the 300 h.p. automobile.

The displacement of families is a very serious matter. It directly



A workman at the General Electric Atomic Plant Equipment Department in San Jose, California, fabricates fuel elements for the Vallecitos Atomic Power Plant.

PRIVATE INDUSTRY AND ATOMIC POWER

The Vallecitos Atomic Power Plant which began operations on October 24, produced its millionth kilowatt hour on Christmas Day. The first privately financed plant of its kind in the world, it opens a chapter of achievement of which Californians may be proud.

Early in 1951, Pacific Gas and Electric Company and Bechtel Corporation joined together as one of several industrial study teams under contract with the Atomic Energy Commission to study the economic and technical feasibility of applying nuclear energy to the generation of electricity.

At the same time, the General Electric Company was also carrying out research toward the economic generation of electricity from nuclear energy.

As a result, General Electric and Pacific Gas and Electric joined with Bechtel, and the first California privately owned atomic power plant came into existence.

Norman R. Sutherland, president of P. G. & E., hailed this achievement of engineers and scientists from General Electric and his own company by saying: "Vallecitos is an example of what engineers and scientists in this nation's private industry can do with the peace-time atom."

The Vallecitos plant and the electricity flowing from it to the homes and industries of forty-seven California counties provide a striking symbol of the not too distant future when larger and more advanced nuclear plants will be in operation up and down our nation, patterned upon this and other promising reactor concepts.



SHE DOES FIRST THINGS

Grace Ball, well known among the professional women of San Francisco, has established the first resident club for out-of-town girls here to become secretaries. Certainly it is an answer to a crying need.

For our commercial expansion has brought girls from even distant continents. Supported by their families they have a limited income. So their boarding houses must be modest. Often they do not know what neighborhoods are desirable and those not fit to live in. Sometimes their temporary home is in a distant area from downtown. That necessitates them hanging on to straps in the crowded hours of the buses. So valuable time has to be eaten up just in transportation.

But now the students of Grace Ball's Secretarial College have a home in the Women's City Club at 465 Post St. Several suites belong exclusively to them. These fortunate girls can play and splash in a swimming pool; eat home-cooked food and read from the well filled stacks in the library. When they wish to become hostesses and entertain, they can have access to a spacious living room.

A walk of a few minutes takes them to their school and also to other downtown interests.

Grace Ball is fond of doing first things. This one should breed others like it and so make for civic betterment.

The Record wishes to express its gratitude to the Foreign Consulates in San Francisco for their help and co-operation in making the California Mayors' Tour a significant adventure.

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MAURICE HAMILTON

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BOOKS AND LIFE

JANE RAWSON



Courtesy Northern California Service League

THE DOOR DOES NOT REVOLVE

(See story on Page Five)

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VOLUME 25 NUMBER 2
FEBRUARY, 1958

LETTERS

May I compliment you on the attractive format and the interesting substantive content of the latest issue of The Record.

HAROLD S. DOBBS
Acting Mayor
City Hall, San Francisco

Thank you for your coverage of the Board of Supervisors, and the complete constant survey of important issues which confront the community.

JOHN JAY FERDON
Supervisor
City Hall, San Francisco

The itinerary of the California Mayors' Tour to Europe was "devoured" by me. I have had the pleasure of visiting each of the places on the forthcoming tour. It is well planned and, in my humble opinion, is designed to give legislators a comprehensive tour of Western Europe. Best wishes for continued success.

J. EUGENE McATEER
Attorney at Law
206 Jefferson St.
San Francisco 11

I was gratified to read the fine tribute paid by Whit Henry to the late publisher of the City-County Record—George Allen—in your January 1958 issue.

I was proud to be numbered among George's legion of friends. Inevitably he is missed.

VINING T. FISHER
General Manager
S. F. Parking Authority
500 Golden Gate Avenue
San Francisco

BAY WINDOW

OUR COVER PICTURE, which appears by courtesy of the Northern California Service League, is a grim comment on the clanging of an iron gate on a one-way journey into jail. President of the League is Justice Raymond E. Peters. Executive Secretary Quaker Joseph E. Silver works with a dedicated staff on problems of prisoners both in confinement and after release, when they face again a bleak and difficult world.

MAURIE HAMILTON, KCBS writer-producer who writes on a big community assault on alcoholism and Sheriff Carberry's rehabilitation program, is one of the most active newsgatherers in the Bay Area. One of his outstanding current assignments is the stimulating and imaginative session: "This is San Francisco." He is at ease in a variety of worlds from San Francisco Opera debut auditions to Stanford football and "Christmas Eve in Union Square."

He has been longshoreman, merchant seaman, and produce market porter before moving into his chosen field of radio to which he brings nimble wit and acute discernment, together with a magically warm human touch.

WE HAVE been encouraged by a tide of renewal subscriptions, most of them for a three-year period, and undertake to our readers that we will on their behalf cover the myriad aspects of civic progress in the Bay Area as vividly and picturesquely as we know how. The response of interest we enjoy indicates quite clearly that there is a place for our publication in co-ordinating news, exploring important areas of civic life, and delineating personality.

On page 9 is a subscription form for the convenience of new readers who, seeing The Record for the first time, may wish to ensure

getting the magazine every month. Numbers have been disappointed to find that the supply of a particular issue is exhausted because of a run of requests. The best way to avoid missing a specially wanted issue is to become a regular subscriber.

LOYAL SAN FRANCISCANS must take issue with Dr. Lawrence Clark Powell, librarian of the University of California at Los Angeles, who in his recently published "Books West Southwest" (Ward Ritchie Press) boosts the "crude and brutal" vitality of the southern city as a breeding ground for novelists superior to San Francisco.

Our town, says Dr. Powell, is loved by everyone, and "loving happiness makes no story." With the exception of Frank Norris and Jack London, nobody, he claims, writes powerful novels about Bagdad by the Bay, whereas the dry and wrinkled southland produces masterpieces compounded from oranges and oil, movies and morticians. Just wait, Dr. Powell, a few more bank holdups, and we'll qualify to put iron into our genial soul!

ONE NATIVE San Franciscan always goes over big in Hollywood, and that is gentle Raymond Duncan, brother of now legendary Isadore. "The stars are crazy about me," he told us. "They're closed in cages, with producers and directors cramping their lives. They like me because I'm not in chains." A record of his present impressions of our city in which he grew up as a child in a lively and talented family will be found on page 7. We think it good that officials, who constitute a big proportion of our readers, should see themselves in the mirror which he holds up to them, and decide whether it is one of those distorting reflectors such as you find in the side-shows of country fairs.

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How well do you know San Francisco?



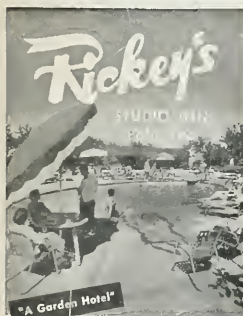
Even most lifelong residents of the Bay Area haven't visited all the famous landmarks that have made San Francisco beloved the world over. If you're a stranger, a Gray Line tour is a must: if you're a native, you'll still find a tour exciting, informative, entertaining. Be sure to tell visiting friends: Take a Gray Line tour of San Francisco. Hundreds of thousands do—every year and say, "There's nothing like it!"

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Condensed Statement of Condition December 31, 1957

(Figures of Overseas Branches are as of December 24, 1957)

RESOURCES

Cash and Due from Banks	\$ 1,850,658,364.57
United States Government Securities and Securities Guaranteed by the Government	1,873,880,684.95
Federal Agency Securities	114,084,739.81
State, County, and Municipal Securities	615,224,494.07
Other Securities	139,340,429.60
Loans Guaranteed or Insured by the United States Government or its Agencies	1,345,072,437.40
Other Loans and Discounts	4,209,711,583.91
Bank Premises, Fixtures, etc.	115,159,169.02
Customers' Liability on Letters of Credit, etc.	318,278,678.02
Accrued Interest and Other Resources	57,739,009.77
TOTAL RESOURCES	\$10,639,149,591.12

LIABILITIES

Capital	\$ 160,000,000.00
Surplus	290,000,000.00
Undivided Profits and Reserves	133,021,220.77
TOTAL CAPITAL FUNDS	\$ 583,021,220.77
Reserve for Possible Loan Losses	90,926,400.83
DEPOSITS { Demand \$4,790,055,035.50 } { Savings and Time 4,734,061,687.15 }	9,524,116,722.65
Liability for Letters of Credit, etc.	320,828,328.30
Reserve for Interest, Taxes, etc.	120,256,918.57
TOTAL LIABILITIES	\$10,639,149,591.12

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Condensed Statement of Condition December 31, 1957

Home Office—New York, N.Y. Branches: Düsseldorf, Singapore, Paris, Beirut, Guatemala City
(Branch figures are as of December 24, 1957)

RESOURCES

Cash and Due from Banks	\$107,755,854.74
United States Government Obligations	9,734,347.21
Other Securities	18,353,830.67
Loans and Discounts	139,124,212.06
Customers' Liability on Letters of Credit, etc.	173,730,622.03
Accrued Interest and Other Resources	2,520,123.75
TOTAL RESOURCES	\$451,218,990.46

LIABILITIES

Capital	\$34,000,000.00
Surplus	6,600,000.00
Undivided Profits	1,205,241.61
TOTAL CAPITAL FUNDS	\$ 41,805,241.61
Reserve for Possible Loan Losses	2,128,329.59
Deposits	227,897,803.93
Liability for Letters of Credit, etc.	176,199,088.02
Reserve for Interest, Taxes, etc.	3,188,527.31
TOTAL LIABILITIES	\$451,218,990.46

SOCIETY AND CARBERRY'S WARDS

by Maurice Hamilton



The Sheriff has a housing problem

WHEN YOU'RE TALKING about the rehabilitation of jail prisoners you must define your terms, because often as not rehabilitation can start with a cake of soap."

The speaker is Matthew Carberry, since May 1956 the Sheriff for the City and County of San Francisco. When he speaks of rehabilitation, he is referring primarily to alcoholics, because unfortunately alcoholics constitute the bulk of the jail population over which he has charge.

He's been quoted across the country as saying that San Francisco has one of the most acute alcoholic problems of any city its size in the country. This, he says, is a mis-quote. He corrects it to say that San Francisco has the most acute alcoholic problem of any city that's trying to find a solution. And as Sheriff, Matt Carberry has been making efforts towards rehabilitation which seem to be bearing some important fruit.

His efforts date back to July 1956, just two months after he'd been appointed to his present job, when San Francisco Police Chief Frank Ahern slammed shut the "revolving door." Prior to this time, persons booked as

drunk in a public place had been thrown into the drunk tank, allowed to sober up and then released. That this procedure was truly a "revolving door" is stressed by Carberry.

He says that in the four months before this door was "closed" there were some 44,509 arrests, and a careful check showed that 130 men had been picked up, booked and held until sober an average of 17 times each. One offender had the distinction of having been arrested twenty times in a single month, while another holds the record of having made the drunk tank forty-seven times in the four months.

When the crackdown came, drunks were made to stand trial or at least appear before a Municipal Judge who handed down sentences ranging up to six months in the County Jail. It was a "get tough" policy which stemmed from Chief Ahern's recognition that the habitual drunk literally needed to get help, and that his social and medical problems could only be helped by commitment to an institution where medical or psychiatric assistance would be available. The institution Chief Ahern had in mind was the County Jail, which is not generally associated in the public mind with medical or psychiatric treatment.

One result of the crackdown was to lower the number of arrests by nearly one-half. The winos who had made up the big bulk of the arrest figures in the past disappeared from sight. At least many of them did. Not only was the drunk tank "closed" to them, but the new freeway was usurping the Father Crowley Playground and Columbia Square, and the Skid Row property between Third and Fourth Streets on Howard was being threatened by redevelopment, so owners were padlocking many of the fleabag hotels and one-arm joints. A large number of habitual drunks left the area.

Another and more important result, however, from Carberry's standpoint, was the effect of the new sentences on the population of the County Jail.

The jail at San Bruno, built in 1935 to house 600 men had 425 inmates at the time of the crackdown. Within three weeks this figure had swelled to 675, with additional

prisoners being housed in the San Francisco installation.

So while the Police Department had cleaned up the streets, it had also created a housing problem for the Sheriff and his department, a problem that soon came to the attention of Mayor Christopher, who expressed alarm at the situation and determined to do something about it.

His determination resulted, on September 1, 1956, in the appointment of the Mayor's Committee for the Study of Alcoholic Problems, a committee that numbered among its members representatives of the many local agencies which felt responsibility in this area.

These agencies included all local law enforcement bodies such as the Police Department, the District Attorney's office, the Municipal Courts, and of course, the Sheriff's office. Other San Francisco organizations represented were the Department of Public Health, the Department of Public Welfare, the Community Chest, and a distinguished panel of fifteen lay persons who also were concerned by the gravity of the community problem. The Mayor appointed Carberry as the committee's chairman and charged the group with the responsibility not only of studying alcoholic problems but of studying and recommending action.

The committee has met regularly since its formation and has made important strides on the long, sometimes discouraging, road toward a solution. But Carberry feels that the first step was by far the most important.

"We've managed to bring ourselves to the recognition," the Sheriff will tell you, "that in San Francisco alcoholism is a serious detriment to a healthy community and that it is a disease to be treated as are other diseases which threaten public health. Once we had agreement on this, we were free to really take our gloves off and go to work."

Carberry is sincerely emphatic when he says that this attack on alcoholism in our city is not "The Carberry Plan," or the plan of any single individual. He heads the committee, yes, but it is a joint effort to which a great many people give many hours of their thought

(Continued on Page 6)



Friend in need



View through bars

CARBERRY'S WARDS

(Continued from Page 5)

and effort in working toward the common goal.

The committee has already reached a noteworthy milestone, a three day conference on alcoholism. Held September 26th through the 28th of last year, the conference, attended by some six hundred participants, was the first of its kind on the West Coast and was so successful that another is planned for this year.

While this conference included many cities and many states, Carberry and his committee are quite naturally concerned primarily with our local scene and with our own County Jail. To understand just what is happening in San Bruno, it is necessary to realize that the Sheriff, who graduated from USF in 1936 as a Business Administration major, feels that running a jail should be a business proposition.

While he stresses humane treatment for his "wards," as he refers to the prisoners, he makes sure that every prisoner who can work is put to work in one aspect or other of the jail's operation.

The one hundred acre farm connected with the jail property is a good example of Carberry's philosophy in action. Last year this acreage produced over a quarter million pounds (some 310,000, to be exact) of produce, under the supervision and assistance of only two paid workers. The rest of the labor came from inmate volunteers, and this is but one example of what happens in every department of the jail.

Inmates work in the assignment office, run the elevators, help prepare and serve the meals, run the laundry, do the landscaping and a whole host of other duties, always under the supervision of paid professional employees, but with the bulk of the work being done as part of the rehabilitation of the prisoner.

"This set-up works to everyone's advantage," Carberry says. "The prisoners get five days off their sentences for participating in

the program, but more important, it cuts down idleness, and provides work therapy that helps to restore the man's sense of usefulness. Furthermore it costs the city less to run the jail."

In this statement you have the key to two important aspects of Matt Carberry's view of his job as Sheriff, his desire to run a good jail at a minimum cost to the taxpayers and his basic respect for the dignity of the individuals who have come under his supervision.

He sees alcoholism as a health problem, for the individual as well as the community at large.

To give real emphasis to the rehabilitation program recommended by the committee he heads, he needs to employ additional paid professional personnel; thus the lowering of cost to run the jail physically is important and it is a matter of justifiable pride to Carberry that he does manage to keep costs down.

By growing much of the food that is consumed at the jail, and by using inmate labor in the other phases of the operation, the overall per capita cost is now considerably less than \$2 per prisoner per day, and the money saved is being used to obtain the services of a psychiatrist and a psychologist, each on a half time basis, as well as to employ three trained psychiatric social workers on a full time basis.

These professional staff members work with the prisoners directly both in group and individual therapy sessions in an effort to get at the emotional causes for excessive drinking. They also make referrals for continual help once the prisoner is released, to such agencies as the Northern California Service League, Alcoholics Anonymous, and the Adult Guidance Center, a city-operated clinic under the direction of Dr. Fred Boyce, which devotes itself exclusively to the problem of the alcoholic.

This treatment program has been in operation only for the past eight months and everyone agrees that it's still far too early to evaluate its results. There have been many cases, though, where a former inmate has shown up at the local AA meetings or for more therapy with a worker at the Adult Guidance Center, a hopeful sign that some of the effort is having its effect.

Another aspect of the professional help given to County Jail prisoners comes from a staff of three Adult Probation Officers attached to the institution. These men take case histories of the prisoner upon arrest, and in the case of a repeater, bring these histories up to date, so that the information is ready when the man goes to Court.

This enables the Judge to determine a fair sentence without endless questioning. The Probation Officers also assist released or paroled prisoners in finding jobs and in general in adjusting to society once they leave jail.

In fact the matter of finding jobs for released prisoners is crucial to the whole program of rehabilitation. More than one reformed alcoholic back-slides when he is out of work. Carberry, with the help of Dalton Howitt of the Adult Division of the Department of Education, is presently exploring the

possibility of working out some sort of a training program within the kitchen facilities of the jail.

Using these facilities, and working with the various culinary unions in the area, the Sheriff hopes to be able to train men for useful jobs once they are released. A similar program to teach women inmates typing is presently being started under the auspices of the Queen's Bench and the Soropromist Club of San Francisco.

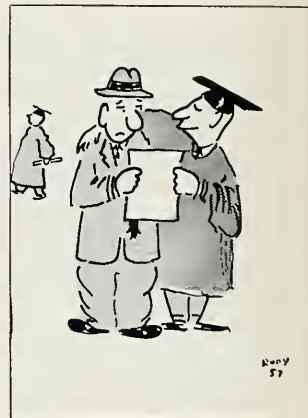
But Carberry's philosophy of rehabilitation still goes back to his statement that it can begin with a cake of soap. "Everyone has one thing, if nothing else," he says. "That is human dignity. If you can restore that in an alcoholic, even a Skid Row bum, you've done a great deal toward making any rehabilitation program work." And often, if a man is given a chance to clean up and do some productive work, his self-esteem is sufficiently restored so that other therapy can have some chance of success.

If this sounds like the philosophy of a "do-gooder," be assured that this is not the way to describe Matt Carberry. To the Sheriff and his committee, without whose help he readily admits he'd be lost, the whole program is the result of a hard-headed businessman's approach to a pressing problem.

If the City of San Francisco can cope with its foremost problem, that of alcoholics and alcoholism, the whole city will benefit by having a reduced jail population with attendant reduction in operating costs and saving to the taxpayer. And the community will also benefit by becoming a better place in which to live as well as having some of its citizens restored to health.

Mr. Slocum, co-ordinator of Public Affairs, has advised that California is the only state sending such a distinguished group as the Mayors' Tour to the Brussels Fair.

Off the Record



"What's it say, Daddy-O?"

OCTOGENARIAN IN A TOGA

by Alan Tory

SAN FRANCISCO is going to go up, or it's going to go down. It will go up by making one-way streets and freeways and bridges and houses. It will go up if people go up. All of this fantastic system of trying to get there quick is helping to make people go down. It is not important to human life."

This pronouncement was made by a white-haired son of San Francisco in a quiet, gentle voice which contrasts with the novel dissidence of his views. For Raymond Duncan, who wears a Greek toga woven with his own hands, the art of living is something which flows out of the practice of arts and crafts, of enjoying beauty and trying to create it. He resembles Frank Lloyd Wright in that wherever he goes controversy springs up. However, whereas the famous architect is a fiery gladiator, this classic-featured, non-smoking, non-smoking octogenarian is more the kindly persuader than the iconoclast.

It was enlightening to have breakfast with him and the white-robed Aia Bertrand at the Maxim-Palace whither he returns for periodic visits from the Akademia over which he presides in Paris. His eye is un-dimmed after decades of prophesying and good-natured effacement of convention, and his musical articulation of words is a rare delight in an age of slurred and lazy speech.

An individualist, he is suspicious of officialdom and all its works. "The moment a thing becomes official it gets spoilt," comments Raymond Duncan, who is a believer in spontaneous effort and the merits of impassioned enthusiasm. He is more interested in re-conditioned human beings than fears of engineering, though his religion of beauty in a harsh and frenetic world is a trembling flame that can easily be overlooked among fires stoked by high-powered fanatics.

One of four children (the others were Isadora, Elizabeth and Augustine) born to Joseph C. Duncan, auctioneer, gold miner, stockbroker, publisher, printer, and patron of the arts, Raymond has pioneering blood in his veins. His maternal grandfather, Thomas Gray, dreamed in St. Louis of making a new world in San Francisco, and came over

the Panama Isthmus with Fremont. His father, Joseph Duncan, built the Pioneer Bank—at that time the highest building in San Francisco. As a child Raymond lived on the northwest corner of Geary and Taylor Street. The horses owned by the family were pastured where the Bellevue Hotel now stands.

At an early age he became interested in type and printing, gave his first lecture in 1891 on "The Reform of Education," assimilated his versatile father's joy in organizing art exhibitions. He soon broke loose to explore the world, collaborating with his sister Isadora in the presentation of her Greek dances, and homing ultimately to Paris where he founded the Akademia, a meeting place of musicians, actors, and poets where arts and crafts are taught.

One of Raymond Duncan's most cherished aims is to promote a reformed printing type devised by him in 1908. This alphabet of pure geometric forms is inspired by the Greek Archinos. He prints with his own hands a periodical ventilating his views on art and life, which circulates in France and the United States.

Another crusade to which he has more recently given himself is a fight in Paris against the Prix de Rome. Arguing that Rome belongs to the past, he has advocated the instituting of a Prix de New York, and brought 250 paintings from Paris for exhibition in Manhattan. His latest enterprise has been to start a Prix de San Francisco at the Maxwell Galleries, and to collect paintings by American artists for showing in Paris. "See what San Francisco energy can do!" he exclaimed, looking towards Aia. "We did this by our two selves."

An encourager of the young who takes the results of human folly in his stride, as when he lived through the Nazi occupation of Paris, preserving the graces of hospitality and helpfulness, he is a tireless liver and seeker with a saving sense of humor. His appearance, with sandalled feet and flowing white locks is surprising as the views which he holds, to who swarm in the crowds of Market Street and rub our eyes to see a



"Officials spoil things"

Greek figure from antiquity.

Perhaps we are missing the point, with our rush and blood pressure? Or may it be that freeways and bridges could have their own functional beauty, and speeded communication its special contemporary boons and achievements, and Hathaway shirts grace and dignity? These questions may be discussed, if not resolved, when the California Mayors on their nine-country European tour enjoy the honor of a reception by Raymond Duncan in Paris in August at his Akademia at 31 Rue de Seine—an encounter which will be in striking contrast to their various meetings with ambassadors and municipal dignitaries!

Here are some of the obiter dicta of Raymond Duncan: "Wisdom is more precious than success, a far greater wealth than money and more desirable than war or peace, and though quite simple, more difficult to attain. . . . The newspapers should have a detective agency to discover people of talent. They shouldn't wait until they're famous. . . . The planting of potatoes brings man nearer to life than the eating of them. The essential is not the product, but the living while producing."

Ambassador Zellerbach has arranged a meeting with the Mayor of Rome for members of California Mayors' Tour, endorsed by The Record.

The Regents of San Marino, the smallest and oldest Republic in the world, will welcome members of the California Mayors' Tour.

Dynamic Marjory King

by Mollie Dee Morris

IF ONE DAY while taking a leisurely stroll in the staid environs of upper Nob Hill, you should happen to run into a lively, small-framed woman hurrying along with a black knit stole flying out behind her and toting an oversize bag filled with assorted papers, chances are it might be Marjory King.

Now if it were Miss King, she would be heading toward the radio studios of KSFO in the Fairmont Hotel to tape an interview for her nightly program, "No Holds Barred." And if there might be any question on your mind—from where to obtain a job in San Francisco, if you are over forty and facing age discrimination, to how great an influence snoring imposes on the divorce rate—Marjory is the person to consult.

An active personality in Bay Area civic affairs since her arrival here in 1942, and radio in particular since 1949, Marjory traces her many-faceted career to the basic concept that "I'm just crazy about people!"

This can be easily testified to by the provocative gamut of human interests explored in her KSFO program, San Francisco's first controversial night-time show. "No Holds Barred" may one night ask "What Can Frenchmen Teach American Men About Courtship?" and follow this the next evening with a penetrating discussion on methods of curbing juvenile delinquency in the Bay Area.

Marjory has interviewed more than 39,000 national and international celebrities and lesser known persons from almost every imaginable walk of life in the span of her active twenty-four year radio and TV career—a somewhat sobering fact to digest for an interviewer of this seasoned performer.

However the engaging woman with the startling slate-blue eyes and sharply contrasting brunette hair soon puts an interviewer at ease by her frank and easy manner.

A native of Oregon, Marjory's career officially began on a spring day in 1934 when, as a student from Reed College in Portland, she entered the local radio studios of KGW and convinced the station managers they should employ her for a daily program. They did, and it wasn't long before the enterprising young woman had inaugurated a Saturday

children's program, "Merry Microphoners," which she performed in addition to her daily program. Shortly afterwards she also took on the job of fashion co-ordinator for the department store which sponsored her shows in an effort to recoup expenses from a Japanese-American Student Conference in Japan which she had attended as Reed's representative.

Marjory stayed in Portland until 1937 when she embarked upon a round-the-world trip through Siberia where she taught self-improvement classes, American style, to girls in the countries of Japan, Germany, Hungary and Italy. "These," she expresses, "were a real experience."

She had an interpreter, but thinks things may have been better off without him. The classes inevitably dissolved in everyone "talking all the time." So Marjory resorted to pantomime. "Women," she says, "are the same (in some respects) the world over." With the use of demonstration, the p's and q's of becoming more attractive to the opposite sex were easily put across.

The trip ultimately ended in Washington, D.C., where Marjory worked for a local station and the NBC network, gaining experience in writing, producing and acting.

Next stop was New York where she explored a variety of outlets for her ambitious talents, ranging from writing copy for Arthur Godfrey to teaching radio acting. She also performed some dramatic roles herself, on NBC daytime serials.

She moved to the Bay Area in 1942 where she raised a family, did war work and, utilizing a latent interest in painting, organized art classes. These, she explained, helped ease the tension of the war years and also allowed her recreation in one of her favorite hobbies.

In private life the dynamic Miss King is Mrs. Frits Winbald, wife of a prominent local dentist and mother of a healthy brood of five children ranging from seven to seventeen years.

How does one woman manage all these activities? For one thing Marjory completely disavows any compliance with the twenty-four hour day.

"I seldom go to bed before the wee hours of the morning. Since I'm one of those peo-



Conference with New York communications executive William McDaniel

ple that suffer from insomnia, I use the time for getting various projects completed."

Currently she is writing a research paper on sleep because no conclusive material seems available on the subject. Marjory may not be the world's earliest riser, but this is indicative of her method of getting things accomplished.

A staunch advocate of self-sufficiency, Marjory believes not enough emphasis is put on this admirable quality, at least where children are concerned. All the Winbald clan learn an early age to assemble their own clothes, cook and quite early provide entertainment for themselves. She describes the household, too, as "constantly full of kids" doing everything from planning plays together to writing poetry.

Recently this home served as nucleus for the creation of San Francisco's newly-organized "Teen-Age Academy." This is a project which Marjory stimulated and the kids carried out. The children realized the need for more recreational outlets, as one form of curbing juvenile delinquency, so with the sponsorship of civic leaders they banded together and formed the academy. Plans now include teen-age art shows, plays and a variety of recreational projects.

Always active in community affairs, the seemingly inexhaustible Miss King received recognition in 1956 when she won the McCall's magazine Golden Mike award for her creation of San Francisco's unique employment agency, "Careers Unlimited," which caters exclusively to women over 40.

The idea for the agency was conceived after Marjory received letters from listeners complaining that they were virtually barred from many good jobs because of their age. She then solicited the help of William McDaniel, KNBC general manager, and Fairmont Hotel owner Ben Swig, and formed the no-fee agency. The organization is staffed by volunteer workers and sponsored by civic leaders. It now places the "over 40" set in good positions at the rate of 50 to 70 per month.

Criminology, though, occupies primary in-

terest in Marjory's acute social consciousness. "If all the country's jails could be turned into hospitals tomorrow it wouldn't be a day too soon," she candidly expresses herself. Appalled by the current lack of funds to better provide psycho-therapeutic institutional staffs, she feels that more public emphasis on emotional stability can to some degree curb the present crime rate. By interviews similar to the one recently presented on "No Holds Barred" which sought out the feelings of a young ex-convict from the San Bruno County Jail, Marjory feels the public may gain a better understanding of why people end up in such institutions. The defense attorney for Elaine Soule was also a recent guest of the program, as was Sheriff Mathew Carberry, who is highly admired by Marjory for the administrative work he performs at the jail.

Observation and insights gained through such an intensified career in dealing with people have been gathered together in a book dealing with emotional relationships which Marjory recently completed, and which is slated soon for publication by Prentice-Hall. She also is the coordinator of a series of textbooks on the subject of emotional development. The books, for all grade levels, come under the auspices of a new school for "emotionally defective incorrigibles," which was recently incorporated under State laws, and which Marjory founded.

Listed by "Who's Who," the dynamic Marjory was recently selected for a special edition of the volume devoted to outstanding women in America.

What underlies her remarkable capacity for transforming ideas into projects? Marjory

cites a small item she once read in the Reader's Digest:

A young boy asked his father what was the most important thing in the world. The father didn't immediately reply, but took a stick of wood and a knife and whittled one small piece away. The next day he invited the son into his study, took from a drawer the same piece of wood and whittled one more slice away. The following day he again repeated the procedure and the father continued the daily process until one day he picked up the stick to play a tune for his son on a finely carved whistle.

"This seemed a sound philosophy," concluded the personable radio star, mother of five, author and civic leader.

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PEOPLE AND PROGRESS

WORLD TRADE CENTER

Frank K. Runyan was elected president of World Trade Center, Inc., which pioneered creation of the World Trade Center, at its fifteenth annual meeting in January. Runyan succeeds Olaf C. Hansen, managing partner of the international trading firm of Frazar and Hansen, Ltd., one of the prime movers of the project in 1943.

Runyan is one of the founders of Western Merchandise Mart, its vice president for twelve years, its president for ten years, and is now its associate manager and consultant. The Mart has become a focal trade market center and attracts over 100,000 trade buyers to San Francisco annually, the volume of Western business cleared through the Mart and its associated resources exceeding a billion dollars per year.

It was felt by the trustees of World Trade Center, Inc., that his background and experience with the Mart would be helpful in further developing world trade, of which San Francisco is one of the major gateways.

Runyan announced that his first objective will be to bring about a closer co-ordination of the marketing activities of the Merchandise Mart and the World Trade Center. He pointed out that the objects of both organizations are closely related, and close teamwork would be mutually beneficial. The Merchandise Mart, he emphasized, attracts domestic trade and the World Trade Center attracts foreign buyers and sellers to San Francisco and the Bay Area.

The World Trade Center is dedi-



"That ain't hay, Mr. Mayor!" Four members of the Housing Commission recently paid their important annual visit to the City Hall and presented the Mayor with a check for \$166,773.69, the Housing Authority's annual payment in lieu of taxes. Left to right: Al Mailloux, vice-chairman; Charles Jung, chairman; Mayor Christopher, and Commissioners Charles Conlan and Jacob Shemano.

cated to the principle of greater international understanding through trade, and to this end the Center program is geared to promote two-way trade through the ports of San Francisco Bay.

Located in the completely modernized north wing of San Francisco's Ferry Building at the foot of Market Street, the Center provides a market place for importers and exporters and the services required by those engaged in shipping and international trade.

BIG TAXPAYER

The San Francisco Housing Authority paid its yearly visit to Mayor Christopher's office in the City Hall recently not in the roll of an agency seeking funds, but as a taxpayer—and one of the city's biggest taxpayers at that.

Accompanied by three other commissioners, Chairman Charles Jung presented the Housing Authority's check for \$166,773.69, the largest payment in lieu of taxes made by the Housing Authority since the conclusion of World War II. Being a government agency the payments are not technically taxes, but payments in lieu of taxes. Actually only \$76,965.24 was a contractual payment made by the agency. The remainder, \$89,808.45, was a voluntary payment over and above the contractual requirement, made by good management

and general efficiency of the business practices of the Authority.

As an indication of the proportions of the Housing Authority operation, this year's check brought the total paid into the city's treasury since the first year of the public housing operation to \$4,227,359.64 of which \$1,247,711.83 has been voluntary, over and above the contractual obligations to the city.

In presenting the check, Chairman Jung told the Mayor that all of the Commissioners and staff of the Housing Authority were grateful for the full cooperation received at all times from Christopher.

"This payment actually does not fully represent what the Housing Authority returns to the city," Jung said. "Our projects bring a higher return in these payments in lieu of taxes than the same sites returned to the city in the form of taxes before our projects were built. In addition we know that our projects have brought about a decrease in cost of city services such as health, fire, police and other things that make the existence of a slum area a liability and not an asset to the city."

The commissioners accompanying Jung to the Mayor's office were Al Mailloux, Charles L. Conlan and Jacob Shemano.



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DOWN TOWN PLANS

Albert E. Schlesinger, new president of the Downtown Association, does not share the fears and dispiritedness of some national Cas-andras. He says:

"In spite of the highly publicized nation's current economic recession, the outlook in 1958 for San Francisco and the Bay Area is brightened by the fact that we shall continue to experience outstanding growth, insuring a high level of prosperity for business and the citizenry at large.

"The Downtown Association, just having finished its 50th year as a major contributor to San Francisco's progress, looks forward to 1958 with unprecedented anticipation since the year will see the fruition of many important undertakings in which the Association has been in the forefront, including:

"Completion of the 1000-car garage at Fifth and Mission Streets and start of construction of the 1000-car Sutter-Stockton garage.



Optimist Schlesinger

"The opening of the season of the San Francisco Giants and the start of construction in the new stadium at which National League games will be played in 1959.

"Completion of the downtown Airline Bus Terminal at Taylor and Civic Center and start of construction of the new Hall of Justice.

"Further development of San Francisco International Airport and the Port of San Francisco.

"Further freeway construction and progress in developing rapid transit plans.

"There are some serious problems facing San Francisco, but we are certain that these will be solved by facing them squarely. The joint



Rancher Mailliard

effort of our public officials, civic groups, private industry and the people generally will assure that our beloved City will maintain its role as one of the most famous and prosperous cities in the world."

COW PALACE GROWTH

J. W. Mailliard, III, prominent business executive and civic leader, has been unanimously elected 1958 president of the No. 1-A District Agricultural Association which operates the Cow Palace and sponsors the annual Grand National Livestock Exposition, Horse Show and Rodeo and the Grand National Junior Livestock Exposition and arena show.

Mailliard succeeds Wilson Meyer, who has served the Association for eight and a half years as director and for the past two years as president. Meyer had requested to be relieved of his duties as President of the Board.

During Meyer's presidency, the Cow Palace has grown in national stature as headquarters for shows and conventions of nearly every kind; the annual Grand Nationals have been developed to command wide acclaim, and the recent Grand National livestock auction sales brought greater community support than ever before.

Mailliard had been First Vice President of the Cow Palace board, on which he has served since 1951. He is vice president, director and sales manager of Mailliard & Schmiedell, long established San Francisco food brokers and importers. He has served as president of the San Francisco Chamber of Commerce, is a director of the American Trust Company and California Pacific Title Insurance Co. He is also well known as a horseman and cattle and sheep rancher.

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BOOKS

ATOMS AND DESTINY

by Jane Rawson

ATOMS AND PEOPLE

By Ralph Lapp

Harper—\$4.00

"This discovery begins a new era in the history of civilization. It may some day be more revolutionary in the development of human society than the invention of the wheel, the use of metals or the steam engine. Never in history has society been confronted with a power so full of potential danger and at the same time so full of promise for the future of man or for the peace of the world."

This quotation used by Dr. Lapp is from a statement by a Joint Committee of Congress in 1875 and refers to the Horseless Carriage. It sounds, of course, exactly like a quote from a report of the Joint Committee on Atomic Energy, and we can hope that as the automobile has been, on the whole, an added blessing to contemporary living so may the atomic discoveries be.

For the atom age is here. The first few shocks and excitements, nuclear fission, the Hiroshima bomb, Sputnik and Vanguard, already belong to history; moreover, the history of a mere two decades.

For those who want to catch up with scientific history since the moment even the word atom was found to be a misnomer—it comes from a Greek root meaning "indivisible"—this is the book. There is a clear account of the research leading up to the striking experiments of 1938 and 1939, followed by chapters on defense uses of nuclear energy, the whole sad story of the Japanese fishermen and radioactive fall-out (Dr. Lapp himself was the scientist who discovered this), and previews and heartening suggestions as to how atomic energy can enrich peaceful living.

Radioactivity is being used as a first-class private detective to investigate a range of things from the working of the human thyroid gland to the wearing-out of the Ford Motor Company's piston rings. Those of you who visit the World's Fair in Brussels this year will find the necessary power and light for this exhibition provided by a Westinghouse Electric nuclear machine near the Belgian capital. At the back of the book is an inclusive glossary of technical terms,

so that in future you can be as jerky as junior when discussing these matters with him.

At a time when society is being reminded that "eggheads" are not only essential, but are also human and lovable, this book points up these facts, as much as possible, in the brief space available (the book covers less than 300 easy-to-read pages), by giving engaging hints as to the characters of the scientists.

People, such as Einstein, Fermi, Bohr, whose names are well known, and distinguished workers like Lisa Meitner whom readers will probably not have met before, take visible shape before us. Hobbies like figure-skating duly noted. Two attractive ones are Dr. Otto Frisch, also a gifted pianist, and Leo Szilard, one of whose personality traits is to enjoy startling people—sedition can it have been given to a man to find such satisfaction in his career, Szilard having been concerned in much of the early work.

Finally, Dr. Lapp is convinced that a universal comprehension of the full potency of the atom is the precondition which will prevent nuclear wars. Convinced that atomic war is global war, an expert on fall-out, his words chime with a note of wistful hopefulness: "If such knowledge does not deter war, then we can only conclude that man is a witless creature."

THE COMING CAESARS

By Amaury de Riencourt

Coward McCann—\$6.00

Mr. de Riencourt has made an extensive, rather than intensive, study of history and his imagination and interest have been captured by many apparent historic parallels, for example, that between the Persian Empire of Darius, "Great King-of-Kings" in the fifth century B.C., and the empires of the Tsars of all the Russias in sixteenth century Europe and later. He has finally reached the conclusion that the pattern which gave rise to the Caesars of Rome is being repeated before our eyes now, with America in the role of a contemporary Rome, and its President in the role of Caesar.

The author points out that the Roman empire was civilized, rather than cultured, giving the mass of the people "a sound administration



Caesar of Tomorrow?

and their elites full possibilities of development through the channels and within the framework of the new world order." The culture of Greece was buried to allow the blossoming of the civilization of Rome. Mr. de Riencourt sees the pattern working again—European culture arising from the dawn of the Gothic age will give birth to American civilization. In his mind, culture is seen as a dynamic creative spirit of the age, civilization as efficient mass organization, practical and ethical, but culturally sterile.

Spell-binding is a fascinating occupation. Mr. de Riencourt develops his theory, which grows and roots and flowers like some tropical forest in which the reader is appalled and held. Historically, however, the prophet has ever been on a dangerous ground, with a tendency to be mesmerized by his own opesying and to overlook some telling piece of data.

Could it not be that the atom bomb in which we are involved paradoxically throws civilization back the path of culture, by stressing the importance of the scientist in our living pattern, for the scientist presents culture rather than civilization? Also modern mass entertainment, beyond the range of read and circuses" out into, such programs as "Omniibus" and "Playhouse 90," is a factor in promoting awareness of art, music, drama and literature in the full rich life. It is possible that Mr. de Riencourt cannot see the wood for the trees? The emphasis on personality in politics in the U.S. may be a simpler phenomenon than the author of "The Coming Caesars" thinks. England, for example, has a long tradition of government with different political principles shrined in opposing political parties. Therefore, the English citizen is aware of principle more

than persons in government—when Mr. Churchill has handled the crisis of war, principle dethrones him.

America is younger in political tradition: the personality of the man chosen to head the party is of paramount importance, but it does not indicate his power when in office. 1, personally, find it impossible to see the loose toga of Caesar in the golf-jacket of Eisenhower, nor do I catch in the recent interview on TV, a note of authentic imperial absolutism in Harry Truman's answers.

Whether or not the reader is in agreement with the author's thesis, this book is a colorful review of aspects of ancient, medieval and modern history, full of interest to the layman. Also, when a book may come with a vague and sloppy table of content, it should be noted that this one has a useful appendix and a startlingly inclusive and scholarly index.

REFLECTIONS ON AMERICA

By Jacques Maritain
Scribners—\$3.50

This book is a report on Americans at home by a gracious and philosophical Frenchman, who has lived among us and loved us. M. Maritain takes a pretty wide look-see. He observes us at work and play, on the campus and in the factory, falling in love, marrying, divorcing. He listens to what we have to say about everything from sex to the intellectual life. All the time he delineates the soft body hidden beneath the hard, showy outer carapace.

He finds the underlying reality charmingly and flatteringly to our credit, and accounts reasonably and tolerantly to those who see only the outer shell for its belying appearance. In a particularly stimulating chapter, M. Maritain notes seven illusions from which he considers contemporary society, and America in particular, suffers.

Illusion number five is particularly relevant: "Americans seem sometimes to believe that if you are a thinker you must be a frowning bore, because thinking is so damn serious." If you have recently been avoiding thought as antisocial in this way, M. Maritain's book will give you the benefit of his reflections and stimulate your own, and help you catch the resounding beat of the contemporary American heart.

Noel Coleman, Public Utilities Commission, has announced his intention to join the Mayors' tour. He will be accompanied by his wife.

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MEMO FOR LEISURE

Saturday Night Pops proved so successful last year that the San Francisco Symphony Association has increased this year's series to four, of which the second is scheduled for March 1. The program includes Aaron Copland's *Rodeo*, Britten's *Scottish Ballad* with two pianists, William Corbett Jones and Francis Whang, and the transcription for orchestra of Bizet's *Carmen*.

Andre Kostelanetz made music news when five years ago, as guest conductor of the New York Philharmonic Symphony, he conducted a new series of special Saturday night non-subscription concerts in Carnegie Hall, since when similar concerts have been brought by him to San Francisco, Chicago, New Orleans and other cities.

It has been computed that during the last twenty years more music has been discovered by more people than since the beginning of time. To this development Kostelanetz has contributed perhaps more than any other man through his recordings and the success of his concerts all over the world.

Our present High Fidelity era owes much to his pioneering in the field of recording. He is credited with being the first to recognize the flexibility of the microphone set-up, the significance of the multiplicity of microphones, and the influence of special acoustical and atmospheric conditions in the recording studio.

Kostelanetz has been a force for the appreciation of the American composer. In addition to introducing many American compositions in other countries, he has commissioned works by outstanding American composers. Among these are Aaron Copland's *The Lincoln Portrait* and Jerome Kern's only orchestral work, *Mark Twain*.

Fortunately for the Kostelanetz schedule, he is a flying enthusiast. He has received many citations not only for a record number of air-miles on different commercial airlines, but also for having inaugurated several new, by now well established, flights. He was the first passenger ever to fly a helicopter—this at the invitation and in the company of Eddie Rickenbacker.

Even the fact that a little over a year ago he had to make an air-

plane crash landing in the jungle of Cambodia (when he was on his way to visit the King of Cambodia, who also happens to be a composer) did not diminish Kostelanetz's faith in aeronautics. He also has won his pilot license, but admits to having been grounded by his wife, Lily Pons.



Music for millions

On her annual coast-to-coast tour of the United States, Marian Anderson, the great American contralto, will appear in concert at the Opera House on Monday, March 10.

A perennial maker of headlines, Miss Anderson has made news in recent months for her extraordinary tour of India and the Far East for the U. S. State Department from which she returned in November, for the five honorary degrees which she received last spring, and for the honors and attention given her best-selling autobiography, "My Lord, What a Morning!"

In the last four years the artist has sung in Japan, Korea, Israel, Europe, North Africa and South America as well as in the U. S. and Canada. In Paris last year her concerts were so crowded that the critics had to sit on the stairs. So great was the reception for her in Israel that in gratitude she established a scholarship fund for young Israeli vocalists.

It was in Europe that the contralto first began a career unique in musical history. Toscanini, hearing her in Salzburg, said: "A voice like yours is heard once in a hundred years." In Finland, Sibelius,

the world-famous composer, exclaimed: "The roof of my house is too low for your voice!"

Noel Coward, brilliant actor and author, well known for musicals as well as sophisticated comedies, is currently appearing for the first time on a West Coast stage in his comedies "Nude With Violin" and "Present Laughter" at the Curran Theatre. The plays come here direct from New York and will give alternate performances. Noel Coward is solo star of "Nude With Violin" and in "Present Laughter," glamorous Eva Gabor is co-starred.

"Nude With Violin" is a hilarious spoof at certain phases of modern art, in which with rapier-like wit Coward frolics through three acts as a wily "gentleman's gentleman." Morris Carnovsky, Joyce Carey and Mona Washbourne are featured. In "Present Laughter," Noel Coward portrays a jaded matinee idol who finds himself amorously involved with several attractive and predatory feminine worshippers. The Misses Carey and Washbourne are featured in this one. Coward himself directs both comedies.

Author of plays like "The Vortex" in which he made his American debut back in 1925; "Cavalcade," "Blithe Spirit," and "Private Lives," he appeared with Gertrude Lawrence in his last American stage performance twenty years ago in "Tonight at 8:30."



Sophisticated stage magic

Fly-Weight Pilot

Harold "Brick" Muller

by Whit Henry

A short while ago I was reminiscing with an old pal of mine, Vinsor Joslyn, and he told me an interesting story of Dr. Harold "Brick" Muller—All-America end at the University of California in the early 1920's.

The anecdote relates how Brick's athletic ability kept him from being among the first aviation casualties at San Diego.

Winsor recalls: "Brick was still at the University Heights grammar school and showing his high and broad jumping ability by breaking the records that we other kids set in the inter-school track meets. A red-headed,



Doctor of the fifties

stub-nosed, stocky-shouldered, long-legged kid with a wide smile, he and his family lived on Yupas Street, I think it was, at the western edge of University Heights where the canyons start down to the bay.

"His father was superintendent of schools, and his mother a teacher, as I remember. And it was his mother's action one Saturday afternoon that kept him from a spectacular repeat performance as an early glider pilot on the brush-and-cactus covered sidehills near home.

"Box-kite gliders were being built in various parts of San Diego—led by Waldo Waterman and his contraptions that were towed around Coronado racetrack in dust and splinters—and University

Heights was represented by a couple of daring young men putting together a "hang" glider in their yard. This was a biplane glider with a central opening in the lower wing where the pilot grasped handrails, lifted the glider waist-high and ran into the wind until he was airborne... or else.

"Every afternoon in the warm months a salt-tangy breeze comes up from bay at San Diego and in those days it gave promise of support to gliders launched on strong starting legs. (You may also recall that Prof. John J. Montgomery pioneered gliding history at Otey Mesa, a handful of miles southeast of the Muller flying slope, by being borne over 600 feet down a hill in controlled motorless flight in 1883).

This particular vacation afternoon the builders of the University Heights glider, surrounded by all the kids in the area, lugged the glider over to the canyon brow near the Muller home. Of course Brick was there. He was practically a plank-owner, as sailors say, in having watched the glider grow from its first collection of spruce spurs, cotton sheeting and piano wire.

"The wind was capricious and light, to the fuming remarks of the builders, neither of whom was a lightweight. Try their aeronautical marvel they must, and finally they decided to take a flyweight pilot from their admirers. Brick was in the front rank. In fact, he was in the glider, squatting between the handrails as it rested on the long slope of the brown hillside, the warm air aromatic with sage and sea.

"I can fly it! I'm light and can run fast! Please let me try, huh, please?" clamored Brick.

"The upshot was that they gave him the nod. Eager hands squared the plane into the puffy breeze and



Athlete of the twenties

gave it a shove down bay-ward. Brick brought the handrails up under his arms and pushed mightily with strong legs. He was away down the hill, now on his toes, now in the air, now running again. He began taking giant jumps and going faster and faster over brush, cactus and gopher mounds.

"Nobody cared how far he went, nor how high. Besides showing that the glider had promise, he also showed that the legs of man made a wonderful landing gear for primitive, powerless wings. Brick had broad jumped and high jumped the machine clear down the canyon and across to a thumping landing on another canyon slope when the wind gave out. He was soon surrounded by breathless builders, juvenile admirers and bug-eyed elders.

"And what was his reward on again reaching his homeside hill-top, and glowing with desire to use his new experience for a flight that would really show the countryside how to fly?

"His titian-haired mother, summoned by a young messenger who had told of Brick's takeoff, broke through the spectators and grabbed the future Dr. Harold "Brick" Muller by an arm and led him home, giving chapter and verse on what she thought of crazy flying machines that threatened children with instant death. And what she thought of sonny for getting himself into it in the first place.

"Brick, by the way, later did some personal high-flying himself on those same legs as a member of the U. S. Olympic team in 1924 in Europe and he placed well up in the high jump."

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RECORD

SAN FRANCISCO AND THE BAY AREA

SOME SECOND THOUGHTS
ON CITY PLANNING
PAUL OPPERMANN

KORET OF CALIFORNIA
MAURICE HAMILTON

CHERRY BLOSSOM TIME
IN GOLDEN GATE PARK
BILL SIMONS

NEW TIES WITH OSAKA



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PAUL OPPERMAN: SAN FRANCISCO'S GIFT TO CHICAGO

(See Page 4)

MARCH, 1958

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San Francisco and the Bay Area

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ALAN P. TORY EDITOR

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BAY WINDOW

FOR THE RECORD: Our feature article this month by Paul Oppermann, who for the last nine years has been Director of Planning for the City and County of San Francisco, is a swan song which will command the ears of all believers in Bay Area progress. He points out (see page 4) what has been done, what yet needs to be done, and specifies in what ways the tools of government could be improved.

Our warm good wishes go with this original and creative public servant on his departure for Chicago on March 24, where he will become Executive Director N.E. Illinois Metropolitan Area Planning Commission. He goes to one of the biggest planning jobs in the country, which covers an area stretching from the Wisconsin border on the north to the Indiana border on the south, and extending a long way from Lake Michigan to the west. Sixty per cent of the people of the State of Illinois live in this area.

tance in a tweed coat. What, we wonder, will he leave behind on March 24 as a subconscious token of his nostalgic affection for San Francisco?

JAPANESE TEA GARDEN: The new concessionaire of Golden Gate Park's famed Japanese Tea Garden, Shotara Yasuda, was an Oakland florist when, together with other West Coast Japanese, he was ordered into a relocation camp during the war. And like many another, he returned to find his business gone.

But his wife was a fine cook—so they opened a small sukiyaki house. This venture proved so successful that it expanded into the flourishing Jefferson Street restaurant, Tokyo Sukiyaki on Fisherman's Wharf. For the story of Yasuda's latest enterprise, see Bill Simons' article on page 9.

PACKING FOR CHICAGO: The press, which has often twitted Paul Oppermann for his proneness to travel, will be curious to note whether this globe-trotter who does his own packing will for the final leave-taking journey repeat in some form an omission he committed on a Yosemite expedition last December. His wife and daughters Kyra and Paula, elegantly turned out for the famous Christmas Bracebridge Dinner, were horror-struck to find that the much traveled head of the family had carefully brought all the appurtenances of black tie respectability except the all-important tuxedo. Thus the women of the Oppermann clan advanced in glamorous distinction towards the banquet hall, while Paul followed at a dis-

WORLD TRADE: Our story on the establishing of reciprocal relations between Osaka and San Francisco (page 7) fits into the picture envisaged by the World Trade Club which will be located in the World Trade Center for Northern California. New Orleans has demonstrated over the last ten years the value of an International House and International Trade Mart in building that port's record in dollar value and cargo tonnage. There are happy signs as Mr. George Killion points out of progress stimulated by our two-year-old World Trade Center which now includes 17 foreign nations in its directory, and is within 10% of full occupancy. It offers tenants valuable services from counselling to translation and interpretation of interviews.

The San Francisco Police Department must have been very busy making 44,509 arrests in four months preceding the end of the revolving door policy. I would vote for giving our cops a raise in pay if they were as energetic as that.

Richard Berg
945 Golden Gate Ave.
San Francisco

Ed.—Our mistake. This was the number of arrests for drunkenness over twelve months.

You are to be complimented on the introduction of a monthly "Off the Record" cartoon which I find always up-to-the-minute and amusing.

Anita Samsel
516 Sutter Street
San Francisco

Your book reviews, always timely, reached a high spot in February with a most interesting combination of books on atoms, politics, and American mores of special contemporary interest, treated with perspicacity and freshness. Keep up the good work.

Dora Miller
1322 Shafter Street
San Francisco

Why can't you find something cheerful for our cover picture instead of that depressing Joseph of a jailor turning the key?

Oris Wike
1840 - 15th Street
San Francisco

Your last cover was the most striking and dramatic yet—an apt pictorial comment on the excellent Carberry story.

William Sparke
47 De Wolf Street
South San Francisco

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Civic Problems And Prospects

by Paul Oppermann

IN TAKING my leave, after nine years, of the San Francisco community and the Bay Area, both of which I hold in great affection, many friends including Editor Alan Tory have suggested some departing comments. I am not unwilling, though time in clearing my desk and getting ready for the new assignment obviously is in short supply!

This is a good time and place to say again that San Francisco is fortunate in its Planning Commission—to a man and to a woman! Roger Lapham, Jr. is an outstanding Planning Commission President—a real civic leader with imagination and courage. If there were space in this place I would salute as well each of his colleagues on the Commission, individually. Each deserves it.

The city planning office has a remarkably fine staff. I could not be more pleased to know that the Commission has selected Jim McCarthy, Chief of the Land Planning Division, as helmsman on the next leg of the course.

I am leaving the work program in good order. However, the budget is wholly inadequate to do the job that needs to be done. Within its restrictions of personnel, and funds to operate, however, I am confident a good job within the limits set will be done.

What has been accomplished to date? A brief account must suffice.

San Francisco has a Master Plan equal to the best. The city's growth and development is being shaped and guided by the San Francisco Master Plan towards greater order, better coordination of public improvements and private developments, and toward an increase of urban attractiveness. A city naturally so beautiful must enhance its gifts with the handiwork of man.

It is a hard and wearing struggle to achieve this, but enough, or almost enough citizens are at long last aware of the many serious threats to its aesthetic character, present and future, to get on the march. A sequence of steps they must support might be indicated: more stress on good design of homes, office buildings, shops, yes even factories.

There are good examples already to be followed. Selection of architects to achieve the best standards is possible here. No other part of the country can surpass or even equal us in architects, or masters of site and land development skill. But even good design of land and buildings is not enough. Poles and wires,

outsized signs, billboard and street clutter must be done away with, or properly regulated, before they "do to death" the charm and interest of our city.

We have not always "put our best foot forward." We must live a long time with the unworthy results. One example: Market Street.

The Golden Gate Park and the Golden Gate Bridge are masterpieces. They need only to remain inviolate and protected in perpetuity. The Sunser Community Center should be completed, its high quality design objectives not lost in the shuffle. McLaren Park can be a tremendous asset, in a part of the city that deserve it, or it can be frittered away. A good design has been made by the planning and parks departments, and it should be well executed.

Bayview Park, in an area which has not reached its full development, should be given the benefit of an overall design and a long range development program. In fact the entire area from south of Hunter's Point to the county line should have a well conceived plan prepared for its future, and its near-future, development, a coordinated land use area plan.

This is urgently necessary so the Giants' Stadium will be the asset that it could be to that section of the city. Industrial development on the adjacent tidelands should be well planned, and the Bayview district residential development given a buffer, so that both types of development will live harmoniously and peacefully adjacent to each other.

The San Francisco Master Plan provides an excellent basis and guiding framework for the important developments mentioned above, and for a great many others.

The controversial freeway program will require wise and sensible handling. The Master Plan has a Trafficways Section, including freeways, adopted after public hearings in 1951. The City-Wide Land Use Plan adopted two years later, in conjunction with the trafficways scheme, provides a long range guide to innumerable public improvements and facilities.

The city's schools, its parks and recreation areas, the branch libraries, the firehouses, highway and street changes and many others too numerous to specify, have been built to the standards and for the community purposes indicated in the San Francisco Master Plan.



Model of Mario Ciampi's Ferry Park plan — "the most exciting civic design in the country."

Future developments over many years likewise will have this guidance and its benefits.

The numerous plans and the technical assistance of the Department of City Planning have proved fruitful in the development of every district and neighborhood, for example, the Lake Merced area and the large number of neighborhoods of the West of Twin Peaks section of town.

Park Merced and Stonestown are only two examples of high quality, well-designed private development which the city planning office has guided and aided. Even more significant are the thousands upon thousands of single family homes protected and provided with public structures and services of many kinds.

"Modernizing Downtown San Francisco," issued early in 1955, set the stage and provided some of the stimulus needed, to raise the sights in renewing the central business district, so vital to the economy, and to prosperity of all citizens. Excellent new buildings have been completed in recent years. More startling and even more important changes are in prospect, as the old, run-down wholesale produce market is redeveloped on the lines laid down for the Golden Gateway—a unified design for new office buildings and downtown walk-to-work apartments, in a spacious setting. And, happily, the most exciting civic design in the country is the proposed Ferry Park.

Mario Ciampi's striking architectural conception, harmonized with the Master Plan scheme for downtown and the waterfront, will be, I freely predict, an enormous source of pride to all San Francisco and to the Bay Area. It will be a thrilling sight for the millions who visit the city in the years ahead and a tourist attraction of world-wide interest. It will greatly aid in pouring tourist money into San Francisco in a golden stream. It must not be permitted to fail!

The urban renewal program is too important to permit it to fail. It is vital to the private business economy of the community and because of the magnitude of the tax income it will return to the city. It should not be permitted, as those of limited vision and pinch-penny logic intend, to grind to a stop. Our broad gauge business leaders and the forward-looking community-wide and neighboring groups of San Francisco have seen the

(Continued on Page 10)

KORET OF CALIFORNIA

by Maurice Hamilton

THESE DAYS the "California Look" in fashions is generally known all over the world. But it hasn't always been that way, and the person responsible for bringing a distinctively Californian style to the attention of the rest of the world is a bright, vivacious, energetic and thoroughly charming woman, Mrs. Stephanie Koret.

Mrs. Koret and her husband Joe are the founders and owners of the now internationally known Koret of California, and it has been through their efforts and talents that San Francisco has become the home of fashion leadership in the field of women's sportswear.

The story goes back to 1924 when Stephanie Koret married a young traveling salesman. At that time Joe was on the road with several different lines of women's sweaters. Shortly after their marriage she joined him as his assistant, helper, model and general handywoman. It soon became apparent to Joe's customers that his attractive young wife had some excellent ideas when it came to colors, styling and design of women's clothes. "People began to ask my opinion," Mrs. Koret remembers, "and before long I discovered that they were taking my advice and putting my ideas into practice."

With the discovery of this latent talent, Stephanie Koret decided to develop it, so she left the road to take a course at the Fashion Art School in San Francisco. The school has

long since disappeared but Mrs. Koret credits it with being partially responsible for her leadership in the design field today. Her talent for design was soon discovered by the director of the school, who offered Mrs. Koret a tuition-free scholarship to continue her studies there; however her personal circumstances dictated that she return to selling on the road with her husband. The crash and depression had made a shambles of their finances and it was all the two of them could do to keep their heads above water.

All the time, however, Stephanie Koret was counting on the day when she and Joe would go into business for themselves. It was in 1938 that they decided to take the chance. A chance it was too, because the depression was still being felt all over the land and the clothing business, like every other, was feeling the pinch. Actually Mrs. Koret made the break by herself, after she and Joe decided that he should stay on the road selling while she attempted to set up the business. It wasn't easy. "We'd lost everything but an insurance policy," Mrs. Koret says, "so we had to borrow on that to make the step."

She was the entire company: designer, cutter, seamstress, model, saleswoman, bookkeeper, and janitor. The hours were long; the returns—at first—were meagre. Then came a thrill she still remembers, the day she hired her first model. Soon afterwards she was able to hire a salesman and Koret of California was on its way.

At just about that time, Joe came in off the road and went to work at the plant. At that point they were doing everything connected with the clothing but the actual manufacturing, which was contracted out to other firms (a practice not uncommon in the clothing industry). Stephanie Koret recalls spending seven days a week, eighteen hours a day making sure that the shipments got out on time. The firm grew to include a bookkeeper, two salesmen, and a model, and everyone pitched in at night after a hard day of showing and selling garments, to work several hours at packing and wrapping the merchandise.

Koret of California could have gone along for years being just another clothing firm but for the talent of Mrs. Koret. As a designer she was always attempting to put something just a little different on the market. She succeeded with a bang, the echoes of which are still being heard today. It was a pleated skirt with a drawstring arrangement, called the "Trick Skirt," that first brought fame to the company. The skirt could be stored without danger of creasing or losing the pleats, and today, some eighteen years after it was first introduced, Koret of California still gets mail addressed simply to Trick Skirt, California.



Stephanie and Joe took a chance

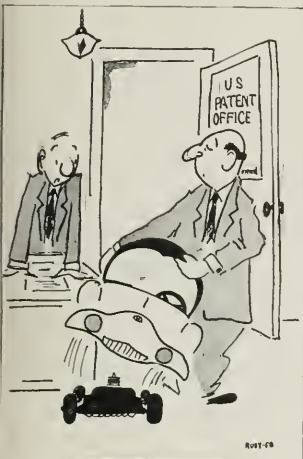
The trick skirt was followed shortly by the first permanently pleated skirt that was completely washable, and by the first of the miracle fabrics, known as Tubyne. These fabrics and processes were arrived at through research sponsored by Koret of California and carried out in cooperation with chemists at the University of California in Berkeley.

When you ask Mrs. Koret why her clothing is so successful, she tells you without hesitation that it is the simplicity of its design combined with the fit and finish of the garments that keeps her customers coming back again and again. She won't take credit for setting fashion trends; she leaves that to the Paris and New York designers. She looks upon her job as that of an interpreter. She tries to modify current high fashion so that it adapts itself to the demands of her particular clothing, so that there's something of Stephanie Koret in each garment that goes out with the Koret of California label. That this approach has been eminently successful is attested to by the fact that at the present time the company employs over a thousand people, has five sales offices in the United States, seven manufacturing plants, and sales representatives on five continents.

In spite of such expansion, Stephanie Koret has managed to maintain the kind of personal and professional graciousness that must be the envy of all her competitors. Although her firm is a large one, each employee is personally important to its operation and is encouraged to develop ideas and suggestions.

Although both Mrs. Koret and her husband are still very active in running the business, the eighteen hour days are a thing of the past. They maintain a beautiful two-story home in the Seaford district of San Francisco and it's there that they spend much of their leisure time; Joe working in the garden, Stephanie reading, watching television, and enjoying herself working out new design ideas.

And although Stephanie and Joe Koret are owners of a multi-million dollar company, a company that's known all over the world, they make sure that their organization retains its heart. The heart it had when Stephanie Koret was doing everything herself.



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WORLD TRADE NEWS

Plans for the new World Trade Club to be located in the World Trade Center for Northern California in San Francisco were presented on March 3rd by George Killion, club president, and president of American President Lines, at a luncheon meeting of prominent Bay Area business and world trade leaders held in the club's future site in the Center.

The World Trade Club will be located in the new two and one half million dollar Center building and will be the first organization of its type dedicated to world trade, travel and international affairs to be established in the western United States.

The club will occupy fifteen thousand square feet with handsome facilities on the Center's third floor commanding a panoramic view of the San Francisco Bay. Architects Robert Anshen, Stephen Allen and William G. Merchant have completed preliminary sketches of the clubrooms, including a spacious dining room, lounge, conference rooms and other facilities and services required for a hospitable meeting place between businessmen of Bay Area ports' commerce and overseas nations.

Mr. Killion previewed the club's purpose and plans for the gathering with the following comments:

"It is significant that this new club be organized as a meeting place for men of good will in international commerce, finance and transportation at the same time that our harbor region attained the one billion dollar world trade level for the first time in its history. The successful progress of the World Trade Center since its opening less than two years ago augurs well for the future of the new World Trade Club which will enhance the Center's program with its facilities and services contributing to a hospitable climate for

conferences, parleys and business negotiations.

"The benefits to be derived from membership in the new World Trade Club will undoubtedly increase through the passage of the years. The prestige and profitable returns from club membership will serve to bring its Bay Area sponsors into the vital orbit of worldwide commerce, travel and international affairs."

It was pointed out that a similar International House and International Trade Mart at New Orleans has been highly successful in building the port's record in dollar value and cargo tonnage in world trade over the past 10 years.

MAY CELEBRATION

San Francisco's annual Golden Gate Trade Week, May 18-21, will salute the "one billion dollars' worth of world trade through the Golden Gate in 1957," the first time in history, according to Edward P. McCall, general chairman of the event.

A new feature of this year's observance will be an international aviation breakfast, highlighting the growing importance of air freight in world trade; a special salute to the merchant marine and to land transportation and international communications, as well as a reception by foreign flag carriers.

The traditional international trade and travel exhibition; civic ceremonies in the historic Ferry Building and in Golden Gate Park; the annual world trade luncheon honoring Consular Corps and official economic representations of other nations, and an international banquet and ball will round out the week-long celebration.

Do you have relatives in Europe? No? Friends then? Let's visit them on the California Mayors' Tour sponsored by the Record.

two major Pacific ports join hands
in a sister city program symbolizing
new relations in trade and culture
between Californians and Japanese

SAN FRANCISCO- OSAKA AMITY



Mrs. George Christopher chats with Japan Air Lines' stewardess Sotodo Okuro

ON FRIDAY morning, March 7, the "City of San Francisco" took to the skies en route for Tokyo, to return on March 16, completing the inaugural flight of Japan Air Lines' new fleet of DC-8's. Mayor and Mrs. George Christopher attended the "bon voyage" reception for more than 100 U. S. news writers making the flight.

Mrs. Christopher had christened the gleaming new Super Courier liner. At that time Yoshito Kojima, JAL vice president in charge of the American Region, said, "It fitting that the first of JAL's new fleet be named after this wonderful city, which has extended us such hospitality, encouragement, assistance."

Mayor Christopher responded by saying that the City of San Francisco is proud to have its name carried throughout the great cities of the Pacific by the splendid liner.

This exchange of compliments defines the close and cordial rela-

tionships growing stronger each year between San Francisco and Japan.

Another evidence is that under leadership of their two friendly and trade-minded mayors, San Francisco and Osaka, Japan—5,000 miles apart on opposite shores of the vast Pacific—have adopted each other as "sister cities."

Next month Osaka will entertain thousands of visitors from all over the world at the Japan International Trade Fair April 12-27 and the Osaka International Festival of Arts April 10-May 10.

Mayor Christopher recently appointed Phillips S. Davies general chairman of the San Francisco-Osaka Town Affiliation Committee, and Mr. Davies plans to visit Osaka and attend its Trade Fair as a member of the second annual Business Development Tour of Eastern Asia sponsored by the San Francisco Chamber of Commerce and the San Francisco Area World Trade Association. The vis-

it to Osaka will be the first and most important event of the tour, and the San Franciscans will be received officially and entertained as sister-city representatives.

Mr. Davies, formerly a San Francisco banker, is vice president of E. W. Axe & Co., a large New York firm of investment counselors with offices in the Russ Building. He is a director of the Golden Gate Bridge and Highway District and active in many civic matters.

Mr. Davies is keenly enthusiastic over the sister-city program.

"The number of things San Francisco and Osaka have in common is amazing," he says. "Both are major Pacific ports—both are commercial cities both are famous theatrical centers." Mr. Davies was interested especially to know that Osaka has five major baseball teams—a fact that San Francisco has recognized by a gift of Willie Mays hats and autographed baseballs from the San Francisco Giants to each of the five, the Osaka Tigers, the Nankai Folks, the Hanshin Braves, the Kintetsu Pearls, and the Nishitetsu Lions. The baseballs were autographed by Walter "The Great" Mello and Frank "Lefty" O'Doul.

Osaka, a city of about three million, is one of the oldest cities in Japan—it was the home of early cravers in the third and fourth centuries—and a great industrial and commercial center. It is credited with being the home and birth of the Japanese drama.

In order to establish real relations on all levels and in as many fields as possible—commercial, professional, cultural, educational—the Town Affiliation Committee in San Francisco and Osaka will have a parallel membership, and the opposite members will communicate directly with each other.

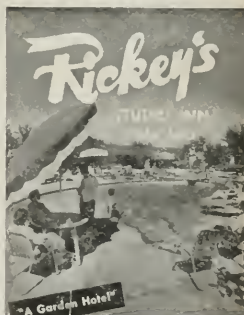
The membership roster ranges from Chamber of Commerce presidents to Rotary Clubs and Boy Scouts, and includes UNESCO groups, YM and YWCA's, women's organizations, youth groups, PTA's, industrial and commercial associations from banks to department stores, factories and shipping firms, newspapers and airlines and television executives.

"As leaders of these diverse groups write or visit each other and discuss their mutual interests person-to-person, we foresee opportunities to exchange information, organize mutual activities, and help solve mutual problems," Mr. Davies says. "I hope we can establish such a liaison that it will become a symbol for an equality-close relationship between the entire American and Japanese peoples."

The San Francisco-Osaka affiliation began just a year ago, when on April 29, 1957, the San Francisco Board of Supervisors—inspired by President Eisenhower's great people-to-people movement—adopted a resolution favoring it. This formally was presented to



christening the "City of San Francisco"—left to right: JAL Vice President Yoshito Kojima, Consul General of Japan Akira Nishiyama, Mayor and Mrs. George Christopher. [Cuts courtesy of Pacific Courier.]



4 FAMOUS RESTAURANTS
Palo Alto, San Francisco and Ignacio, Calif



San Francisco and Japanese leaders shared in the lighting of a ceremonial lantern to symbolize success and good fortune at the opening of the Japan Trade Center's new quarters at 531 Sutter Street in November. Left to right are Genzo Maezawa, executive director of the Japan Trade Center; G. L. Fox, Chamber of Commerce general manager; Michisuke Sugi, president of the Osaka Chamber of Commerce and Industry; James J. Sullivan, acting mayor during Mayor Christopher's absence; E. D. Maloney, Chamber of Commerce president; Akira Nishiyama, Consul General of Japan; James P. Wilson, secretary of the San Francisco Area World Trade Association which sponsors business men's tours to Japan's International Trade Fairs in Osaka and Tokyo on alternate years.

How well do you know San Francisco?



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Osaka officials by a personal representative of Mayor Christopher during the first annual Business Development Tour of Eastern Asia last year. The Mayor's representative was received and entertained with great cordiality and official ceremonies.

During the 90th anniversary of the modern port of Osaka in October, the City of Osaka officially confirmed the affiliation in a colorful public ceremony, and last fall Mayor Mitsui Nakai and three other members of the Osaka municipal government visited San Francisco. A reception was given for them in Mayor Christopher's office.

Later, Michisuke Sugi, president of the Osaka Chamber of Commerce and Industry, spoke at a luncheon given in his honor by the San Francisco Chamber of Commerce and World Trade Association to celebrate the sister-city tie.

Genial Mr. Sugi is well known in San Francisco, having visited here several times as the head of the Japan External Trade Recovery Organization (JETRO) which operates the Japan Trade Center at 531 Sutter Street, with a Merchandise Division and showroom in the World Trade Center in the Ferry Building.

The Japan Trade Center is one of the leading agencies in San Francisco dedicated to promoting trade and friendship between Japan

and the United States. Its executive director, Genzo Maezawa, is an Osaka man whose entire career has been in international trade.

It is a picturesque, inviting place—typically Japanese in architecture and decoration—where thousands of visitors come each year to see the colorful quality products which Japan exports to you. These are shown in a continuous, ever-changing series of exhibits which in a year range from arts and crafts to machinery, fish and tea.

Exhibits are dramatized by living demonstrations. This month's food show, for example, featured demonstrations of Japanese cooking by the chef of the famed Yamato Sukiya House, Joe Ishizaki, which were attended by home economists of the entire Bay Area. For the last annual Japan Silk Show, designers of the distinguished San Francisco Fashion Group created exciting and lovely original costumes made of Japanese silks, which were modeled in daily fashion promenades during the entire exhibition. The glamour and interest of such attractions stimulates trade by demonstrating practical western uses for Japanese imports and featuring their decorative charm.

Since the Japan Trade Center was opened in 1954, imports from Japan through the Port of San Francisco (and Bay Area ports) have more than doubled, and ex-

ports to Japan have increased annually.

Because Japan lives on a trading economy, her ability to export is limited by her ability to export and her intensive export promotion is an almost desperate effort to establish a better balance in her two-way trade, especially with the United States.

Both ways, a major part of all trade flows through the Port of San Francisco, which therefore shares Japan's interest in increasing it. Japan is her best customer. Bay ports handle far more trade—both export and import—than Japan than with any other country.

In 1954, imports from Japan were under \$20-million. The Japan Trade Center was opened on November 30. The next year the increased more than \$6-million and in 1956, nearly \$15-million more.

These are the figures:

	IMPORTS (from Japan)	EXPORTS (to Japan)
1954	\$19,421,974	\$ 94,772,1
1955	25,864,155	104,723,1
1956	40,516,712	105,644,4
*1957	29,477,341	99,384,8

* (8 months—Jan.-Aug. only—latest figures available.)

San Francisco always has had unusually close associations with Japan. As the historic "Gateway to the Orient," it has been a major port of entry for Japanese goods. Japanese immigrants, students and visitors; and the main take-off point for United States exports and travelers—traders, tourists, officials, missionaries, journalists and all the varied Americans headed for East.

It now has a Japanese population of about 7,000—and with its trade area are several thousand more.

On July 1, 1950, the Japanese government re-established relations in San Francisco by opening a Japanese Overseas Agency which became the Consulate General. Japan in April 1952, immediately after the San Francisco-Sign Peace Treaty went into effect on March 28. By December 1953 the Consulate General was reporting that eight Japanese firms had offices in San Francisco, and that Japanese banks were operating here. At that time the Consulate General also opened a "Trade and Industry Exhibition Room"—the first in the United States—which was a predecessor of the Japan Trade Center.

The Japan Tourist Association operates an office on Market Street which was opened in 1951.

Japanese Tea Garden Greets Another Spring

by Bill Simons

(Courtesy of S. F. Chamber of Commerce)



OPERATION of Tourist Attraction finally comes back to Japanese!" So happily headed Hokubei Hainichi, the Japanese newspaper, last month.

Cause for elation in the Japanese colony was approval by the San Francisco Recreation and Park Commission of the assignment to a Japanese gentleman of the lease agreement under which the world-famed Japanese Tea Garden in Golden Gate Park is operated.

The new concessionaire, Shōaro Yasuda, is now in charge of the tea house and gift shop just in time to greet the year's most spectacular display in the garden—April blossom time when the entire area breaks out in the colorful magic of peach, plum and cherry blossoms.

For beautiful although it is the year around, the fabled garden becomes a place of enchantment in the Spring. It is then that the hundreds of thousands of visitors who have wandered through its gently twisting pathways during the almost 64 years of its existence repeat with rapt disregard or originality such delighted comments as "Why it's like being in another world!"

The originator of the garden was an Australian, George Turner Marsh, who founded America's first Oriental art goods store in the arcade of the old Palace Hotel in 1876.

He was one of the backers of the California Mid-Winter Exposition held in Golden Gate Park in 1894, and his particular interest in the Exposition was the creation of a garden that would be an exact replica of the restfully simple yet imaginative landscaping he knew from the years he had lived in Japan.

In order to accomplish his garden, Marsh—who spoke Japanese fluently—imported materials and workmen directly from Japan. Known as "The Japanese Village," it was so unique and attractive a feature of the Exposition that the Park Commission continued to maintain and operate the tea garden after 1894.

One of the men who had been brought to San Francisco by Marsh was Makoto Hagiwara, a Japanese who displayed such an unusual affinity for his work that in 1910 the Commission turned the tea garden over to him as a concession.

Later Hagiwara and his family built their home there and his children continued its operation after his death. This dynastic succession was terminated in 1942 when the War Department "relocated" the Hagiwaras and the Park Commission—responsive to the wave of Pearl Harbor-engendered recrimination—changed the name to "Oriental" Tea Garden. It was restored to "Japanese" in 1952. Mrs. Takano Hagiwara, daughter of Makoto and last of the family to run the garden, died last November, aged 81.

From 1910 to 1942 the rental for the tea garden concession was \$50 per month. The Commission operated it until April of 1949 when it leased the tea house and gift shop concession to Mr. and Mrs. S. Alan Agnew for 10 per cent of the gross revenue with a minimum guarantee of \$5,000.

Agnew's advent to the garden was a logical rounding out of its internationally-flavored history. For he, like Marsh, was an Australian and, like Marsh, had lived much of his life in the Orient. The Agnews operated successfully and happily until last year when

tragedy invaded their Golden Gate Park wonderland. Mrs. Agnew, a charming and gracious lady, died of cancer. And Agnew decided to leave the thriving business he and his wife had built.

The new concessionaire, who had come to this country before World War II, is no stranger to dealing with the public. He is the owner of Tokyo Sukiyaki at 255 Jefferson Street on Fisherman's Wharf.

Shotaro Yasuda is quite at home in the teagarden, with its numerous remembrances of his homeland.

It is entered through a tall arched gateway—a typical "torii" gate—which is a marvel of workmanship made of hundreds of hand-carved pieces of wood and which has become a treasured San Francisco landmark as well as one of the few existing reminders of the 1894 Exposition.

Among its many other features

are a tautly arched Moon Bridge over which countless delighted visitors have crawled-climbed—a model Japanese dwelling which contains the gift shop, a gigantic bronze Buddha which is the gift of the Gump family and which is said to be the largest ever to leave the Orient, and a many-tiered Temple which dominates the highest elevation in the garden.

In the area formerly occupied by the home of the Hagiwara family, a broad terrace overlooks a sunken garden with a series of pools and a lush planting of dwarf maples, azaleas and conifers against a background of bamboo.

Recent additions to the garden include a 9000-pound Lantern of Peace—purchased from the small contributions of the school children of Japan as a symbol of friendship to the new generations of the United States—and a classical garden presented to San Francisco by Japan in 1953.

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OPPERMANN

(Continued from Page 4)

challenge, and the threat to its success. They may be counted upon, I believe, to pursue downtown modernization and urban renewal to a successful conclusion.

The press has given powerful assistance to this program with strong endorsements. Our newspapers have supported alike downtown renewal and modernization and the residential developments, for two of which, Diamond Heights and Western Addition, land is being cleared to prepare the way for the construction stage. When they are completed, in my judgment, there will be an end to doubts and fears as to the wisdom of backing them.

The citizens of San Francisco, leaders and rank and file, will insist upon stepping up the "rate of production" substantially. In saying this I have only one reservation. This qualification is: provided that the quality of the architectural designs and of the site planning are of the highest quality, and these are scrupulously and responsibly applied during the execution of the project plans in the construction period.

SOME SECOND THOUGHTS—SAN FRANCISCO AND BAY AREA

San Francisco rapid transit and Bay Area rapid transit should be moved along together without letup or hindrance, and coordinated in planning and in program. The Bay Area Rapid Transit District fortunately is now a fact. San Francisco rapid transit has been awaiting a policy decision, a final plan and a program. It will soon be possible for decisions to be made on a firm metropolitan area foundation: Bay Area Rapid Transit. There is no question in my mind whatever that a coordinated Bay Area rapid transit system has top priority to all of us.

The traffic problem in San Francisco and in its neighboring communities cannot be solved with freeways, but it cannot be solved without them. It can be well solved if rapid transit and freeways are planned together. The Master Plan approach to this is that they be planned in coordination with each other, utilizing where feasible freeway rights of way for "designed-in" rapid transit. Our freeways are used now, can be used more fully for bus transit as well.

Metropolitan area planning on an official basis for the Bay Area counties is long overdue. San Francisco, Oakland and Contra Costa County were the holdouts at the last regular session of the California Legislature. The rest of the Bay Area appeared to be ready for metropolitan area planning! This was not the fault of the City and County Planning Commission, including San Francisco's Planning Commission. Nor was it the fault of Mayor Christopher, who has supported regional planning all along the way.

With regional planning much of the controversy, the endless disputes among the cities and counties and within our Bay Area cities, not excluding San Francisco, could have been eliminated in the past and would be avoided in the future if a metropolitan area plan were now in the picture, or if one had been prepared, preferably, years ago.

With regional planning the long and muddled fight over the Southern Crossing with all its bitterness could have been handled better; the new Richmond-San Rafael Bridge, the proposed San Francisco-Tiburon Bridge (which will be very controversial) could be analyzed in relation to the Bay Area as a whole, and with long range vision instead of jurisdictional "warfare" with its loss of time and money and peaceful relations.

With regional planning the public would have had a basis for judgments and decisions in the fight over rails on the bridge, the question of a rail passenger terminal in San Francisco and would receive better guidance in such questions as the locations of future airports (including those for jets), water control, distribution and flood prevention, shoreline development, locations for future regional and state parks and numerous other issues. These important and costly public facilities would have had and in the future will have, through metropolitan area planning, sound location studies and recommendations to guide them, within a Bay Area-wide frame of reference!

These kinds of questions will always be present. The efficient and sensible way to handle them, where they extend beyond one jurisdiction and involve two or many more political units, requires metropolitan "wide screen" diagnosis and treatment, if they are to be solved in the public interest—all the separate interests merged in a common interest!

Planning for defense and security, planning a pattern for a permanent agricultural supply near the cities served, and for preservation of the important agricultural economic base of Northern California are needed. Both urban and rural planning, to control or minimize sprawl, for a sound economy, and to promote an order-environment for the present population and for future generations could be done with reasonable expense, as "cheap insurance," through competent regional planning by an official Bay Area Planning district.

A powerful regional authority for public works construction of all kinds, as has been urged in recent years, would be premature and wise while the lack of a metropolitan plan to set the stage for coordinated construction of public improvements continues.

HIGH PRIORITY CHECK-LIST OF "SECOND THOUGHTS":

1. IMPROVED COMMUNICATIONS:

One of the almost chronic, and very serious problems is that of communications between all parties of interest in civic affairs. There is a critical lack and there is need for better communication on the part of the electorate with its elected and appointive officials; for communication between politicians and career officials heading departments or as members of staffs; also, communication between business leaders and civic leaders of the community all the way out to the neighborhoods.

There is much need at all times as well to keep a two way street on at all times back and forth between the Press and all of these groups. Communications inside City Hall with the Press, and throughout the community at large among the business, labor, civic and neighborhood associations can be improved and it is greatly to everyone's advantage that this occur.

Stating in my own words some of the things that need doing would include also the following:

2. CITIZEN'S COUNCILS FOR COMMUNITY IMPROVEMENT:

There is a long-present urgent need of local community councils, of city-wide types and for those councils which serve neighborhoods. Public issues, policies, programs need continuing study. These issues, policies and programs are complex, therefore a citizen's council on community development, or whatever you call it, cannot operate without a decent budget and some full-time staff. San Francisco, to start with, needs one.

3. A NEW CITY CHARTER:

A charter commission should be formed. Organization changes needed in San Francisco's municipal government include first and foremost a new and modern city charter. No one drives a 1932 car, except as a collector's item. Our charter dates from that year. Great changes and improvements, both in the politics of government and in management and organization have taken place since that date. San Francisco should, without further delay, get as many of these for itself as it can.

4. GIVE THE MAYOR THE TOOLS TO DO HIS BIG JOB:

The Mayor's job is like top management of a vast and intricate corporation. The business of government in a big city is very complex. The current budget of San Francisco, to illustrate how big, exceeds one-fifth of a billion dollars. In addition to established duties, a renewal is at long last getting underway, here and nearly everywhere. A city development coordinator, a top level management department of the Mayor, is going to be needed here. Other big cities are getting them or have them. Just to coordinate several score city departments and bureaus is a job that should be given several full time highly qualified administrative assistants with proven skill, that is, if a sound economy is the target.

5. TAKE THE HOBBLES OFF THE DEPARTMENT OF CITY PLANNING:

The San Francisco Department of City Planning has been inadequately staffed for a decade, not in terms of anything but numbers of skilled personnel and dollars in the budget, however. The small staff we have is first rate, but there is too much work for too few hands. The work of this Department has tremendous importance, both to the private economy of the city and to its tax base.

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NO. 6: INCREASE CREATIVE "INVESTMENT," PUBLIC AND PRIVATE, IN SAN FRANCISCO:

The city is largely built up. Much of the land here, however, covered with poor and obsolete buildings of all kinds. Private wealth of large magnitude can be created on these underdeveloped or poorly used sites. The city's tax revenues can be increased very substantially to pay for public improvements and maintenance, through well balanced building and a more vigorous action program. There is no "gold" in this approach. The program needs more than a shot in the arm: it needs major emphasis at the top, on the part of the Mayor and Supervisors, on the part of the business and civic leaders of the community.

NO. 7: ESTABLISH A TOP COMMAND BUSINESS LEADERSHIP COMMITTEE:

A business advisory committee on city development like those in New Haven, Philadelphia, Chicago, Pittsburgh, and other communities is needed. This should be strongly organized, with leadership of top men of San Francisco. It cannot be effective without a full-time staff, as these leaders among the cities of the United States have learned.

NO. 8: ESTABLISH A STRATEGIC FINANCING BUSINESS GROUP:

A "strategic financing" business group, either separately set up or combined with the business advisory group is also needed. It should be organized as a kind of "minute man" organization, to do high priority jobs done, to raise private funds where public funds are coming along too little or too late. This has been a success in Philadelphia and is so in an increasing number of American cities. To do the pertinent facts without endless delays, to advance small sums to free quickly larger amounts of private and public investment, to weld the whole local economy, a strategic financing "flyby wedge" like the Old Philadelphia Development Corporation, will prove its worth and repay its cost many times over.

NO. 9: CHECK UP, IN FACE TO FACE CONTACTS, WHAT THE LEADERS ARE DOING, IN OTHER CITIES:

Finally, I would like to repeat a suggestion made on my return last October, from a week of intensive study, a day in each of a number of cities which I am convinced are doing the best job in the United States, on city development and renewal based upon long range, city-wide Master Plans. I urge that a delegation, consisting of the municipal top command, the Mayor and some of the Supervisors and several department heads, accompanied by a number of outstanding civic leaders from business and the community at large devote about a day apiece to meeting with their opposite numbers at a half dozen outstanding cities.

Cities should be chosen which are centers of coordinated, effective action programs of city planning, urban renewal and city development. First hand study in these places, man to man discussions, working sessions and field visits prepared in advance, in the communities chosen working with the local leaders, would in my judgment help us to progress much more rapidly in San Francisco.

I have thoroughly enjoyed my work here, and the good life afforded in this wonderful place. I have felt an obligation, even after resigning my position as of March 21, to contribute as fully as I can to the solution of civic problems which must and which will be found. There are a great many pressing and critical problems of growth and development of this great city and the region of which it is the heart. Our beloved San Francisco is the pride of the west, it is the delight of Americans from all parts of our land. Others, too, around the world.

I have no personal regrets over the years lived here and there no personal recriminations in this article. In a word, these have been grand years for me and my family. While I regret to leave, I am excited and very enthusiastic about my new assignment - keen to do its challenge.

Finally, nothing could give greater satisfaction to San Francisco millions of admirers: her citizens, her happy and delighted visitors from near and far, to those who deeply love her for her fascinating and matchless charm (of which society I will always be a member) than to see this unique community move with surer and faster to the goal of unchallenged and unchallengeable greatness, and urban quality and beauty second to none. What San Francisco most needs is a real challenge to her pride. When that is really felt, citizens will do the rest!

TWO RESEARCH REPORTS

STERS OF DECEIT

Story of Communism in
America and How to Fight It.

J. Edgar Hoover

Holt—\$5.00

The impact that this book makes on the reader is urgent and personal. Mr. Hoover presents briefographies of the founders of Communism, Marx, Lenin and Stalin, a history of the Communist Party, and details of its operation here in the United States. The reader is given keyhole views of Party meetings, an insight into how likely members are to be boozed into joining the Party, a grave picture of what Party membership entails, and a still over one of what Party expulsion and its accompanying vilification means.

Personal life of any kind, including the closest family ties, are all no account if they do not serve Party interest. It is made untakeably and horrifyingly clear under communism the human compassion that man has been given to attain through centuries of altering civilization, the ideals of freedom that our ancestors have fought and suffered for, here and over the world through countless ages, are ideals beyond the apprehension and concern of the rational communist, whose heart is set on a world state serving only materialistic ends.

Mr. Hoover exposes the lying, inept words of the communist leaders about progress, society's misfold and pressing problems, war and peace. He also indicates the types of movement and people of genuine goodwill, who unfortunately liable to be used fronts by designing Party promoters. In a final optimistic chapter he demands that each responsible member of our democracy

shall wake up to the danger in our midst and rally to preserve "our heritage of freedom, justice and the religious spirit" before it is too late.

WHAT MAKES WOMEN BUY

By Janet Wolff

McGraw-Hill—\$6.00

After reading Mrs. Wolff's reports, the reader has the impression that woman in today's world is an insecure, bewildered creature, beset by gynecological complexities, and so unfortunately constructed that even the principal bones in her limbs are set at inconvenient angles. Therefore, any salesman with a product which promises to bolster her confidence, make her feel and look better, or simplify her daily tasks can immediately loosen her purse strings.

At the end of each of twelve chapters, in thick type, is set out a so-called "Feminine Guidepost" for the handy reference of those who would breach the economic and political defenses of women. Despite the cynical approach and humiliating exposures, the basic psychology of the book is sound, and the volume will undoubtedly be a great asset to those who need to influence women in the fields both of purchasing and voting.

Women also ought to read what Mrs. Wolff has to say, so that, being forewarned, they can exercise intelligent choice, or in moods of delicious whimsy take the line of least resistance and decide that in a free world with a free economy, there is plenty of fun at the fair and if their money is good, why shouldn't they have all the color and excitement and helps by the way that advertisers so resourcefully commend? The fact that most feminine readers will tend to do the latter is in itself a tribute to Mrs. Wolff's ingenuity in salesmanship.

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PEOPLE AND PROGRESS

CARL F. WENTE

Carl F. Wente, one of California's and the Nation's outstanding business and civic leaders, has been appointed Chairman of the 1958 Northern California Invest-In-America Week Committee.

In accepting the chairmanship of the 1958 Northern California Invest-In-America program, Mr. Wente, who is Chairman of the Executive Committee, Bank of America, and immediate past president, California State Chamber of Commerce, stated:

"Investments in America — through savings, life insurance, property and business ownership — is every American's opportunity to participate in our virile economy which makes America strong. Such investments create jobs and contribute substantially toward insuring our economic, religious and political freedoms. Through investments of all kinds, we all own our country and strengthen our American way of life."

Invest-In-America Week is a community educational program. Originated in California, this year it will be observed across the nation from April 27 through May 3, 1958.



Investments make jobs

P.G.&E. PLANS

Pacific Gas and Electric Company appears to have broken the cost barrier to commercial atomic-electric power.



President Sutherland

One of the industry leaders in atomic power research and development, PG&E's achievement has knocked several years off the accepted time when nuclear electricity would become economic for normal public use.

The significant development in peacetime application of atomic energy was announced in Washington before the Joint Congressional Committee on Atomic Energy by Admiral Lewis L. Strauss, chairman of the Atomic Energy Commission.

Quoting a telegram from Norman R. Sutherland, PG&E president, Admiral Strauss informed the committee that the company is preparing to support its findings by building a 60,000-kilowatt atomic power plant for service by the middle of 1962.

Sutherland's wire attributed the company's belief that it had broken the economic barrier to (1)

advances in the design and technology of the boiling water reactor, based on knowledge gained in the successful operation of General Electric-PG&E Vallecito Atomic Power Plant, and (2) favorable factors at the proposed plant location.

These two elements combine to achieve competitive power cost 8 mills per kilowatt hour, the w stated.

Sutherland explained that a 8-mill goal should be reached by the second core of uranium fuel placed in the proposed new plant and that "we expect to approach this goal with the first core."

Subject to receiving the usual permits, licenses and certification, PG&E proposes to install and operate a boiling water atomic power unit rated at 50,000 kilowatts which it expects will produce 60,000 kilowatts of electric power.

It would be located at the company's existing new Humboldt Bay Power Plant south of Eureka. The Humboldt plant is in a moderately high fuel cost area and there are other favorable factors which make A-electricity economically feasible there ahead of other areas in the PG&E service territory. Output of the plant would be fed into the interconnected PG&E system serving Northern and Central California.

California's 48 northern counties have 62 per cent of the State farm product sales, 70 per cent of the farms, 74 per cent of the orchard, and 57 per cent of the livestock and livestock products sales according to the San Francisco Chamber of Commerce.

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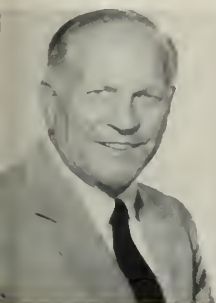
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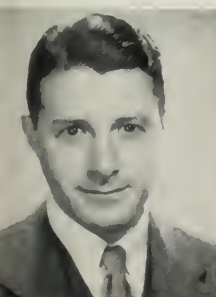
A dual warning that California residents face a choice of higher taxes or of reduced government services was issued in Cloverdale February 23 by Governor Goodwin J. Knight and Assemblyman Gaspar W. Weinberger of San Francisco.

The Governor and Assemblyman were guest speakers at the annual luncheon of the Redwood Empire Publishers Unit the closing day of the Cloverdale Citrus Fair. Weinberger was voted by working newsmen in Sacramento last year the "most valuable member of the state Legislature."



Government costs money

Approximately 125 newspaper publishers and editors, state and county officials and representatives of civic organizations attended the luncheon. The Record was presented by Editor Alan Tory. Ben Bowerman, Publishers Unit president, presided. Ben A. Cober, president of Redwood Empire Association, served as co-chairman.



Voters must decide

Knight chose the occasion to announce also that concurrently with the regularly scheduled budget session of the legislature will call for a special session consider proposed changes in State Education Code.

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PEOPLE AND PROGRESS



Courtesy San Francisco Examiner

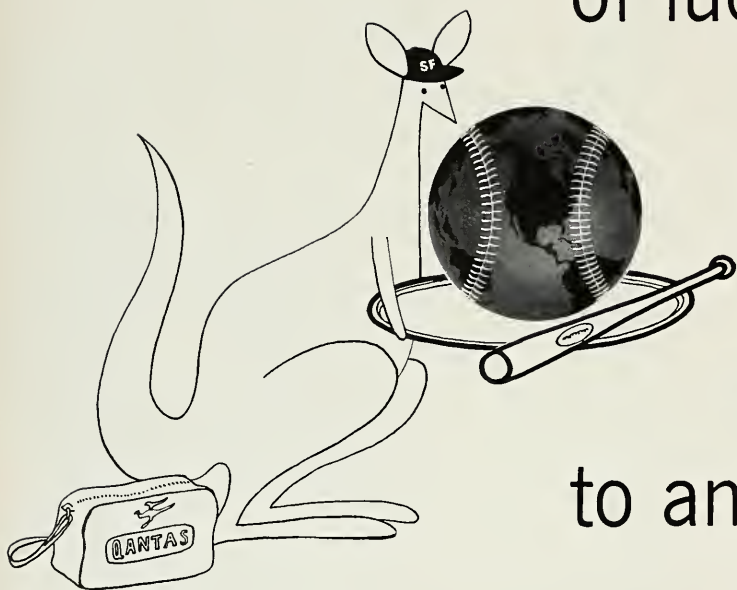
THE BIG SCOOP: HORACE STONEHAM AND MAYOR CHRISTOPHER

(See story Page

APRIL, 1958



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VOLUME 25 NUMBER 4
APRIL, 1958

LETTERS

I am sure the European Goodwill Tour of California Mayors will be a memorable experience for all those fortunate enough to make the trip. . . . It is a pleasure to extend my best wishes for a most successful and enjoyable trip which I know will bring honour and recognition to the State of California.

Richard Nixon
Vice-President
Washington, D. C.

I was pleased to learn of the Goodwill European Tour by California mayors which being endorsed by the Record Magazine. I am certain that this proposed tour will bring international good will, and will serve to bring to the leaders of local governments in California a greater understanding of some of our foreign relations problems.

Goodwin J. Knight,
Governor of California

"The Record" is to be commended for endorsing the Goodwill Tour of California Mayors to visit Europe. This project will, in my view, contribute greatly to the international understanding so important at this time.

In addition, I can vouch from my own experience that Mayors who seize this opportunity will return to their work with broadened horizons.

George Christopher
Mayor of San Francisco

Congratulations on publishing the views of Paul Oppermann in the March issue of the Record!

I think it is very good for San Francisco to have a magazine such as this, which publishes level-headed criticism of our local government as well as such excellent news of the city's affairs.

This city has a great future, and I am sure serious-minded citizens want to see it develop along lines such as those Mr. Oppermann suggests. We shall certainly miss him when he leaves for Chicago.

K. H. Watson
929 Broderick St.
San Francisco

BAY WINDOW

GIANT WELCOME: San Francisco will long remember the fabulous welcome to the Giants on Monday, April 14—the parade in which the players took part, and the biggest luncheon ever at the Sheraton-Palace with nine hundred guests including Mrs. John McGraw, widow of the great manager of the Giants whose name belongs to the immortals. It was a magnanimous gesture of Milwaukee to approve the breaking of tradition, and to consent to the presence at our first game of Ford Frick, Commissioner of Baseball, and Warren C. Giles, President of the National League, who by custom open the season with the team which wins the championship.

These two notables were among a galaxy of sports figures and civic leaders who applauded Supervisor McCarty when he rose as M.C., Mayor Christopher when he welcomed the Giants, and Horace Stoneham when it came his turn to reply.

In common with all the press of our city, we salute the Giants in this issue, and congratulate the Mayor and President of the Board of Supervisors on their achievement in bringing this team—of which so much is hoped—to the West.

GREEN SPACES: One of our most acute local problems (by no means peculiar to the Bay Area) is the fast disappearance of green spaces which can be used for open air recreation in urban areas. With more leisure time, our citizenry needs more playgrounds and picnic places. Excitable modern teenagers need more places for healthy outdoor activities.

At the core of the problem is the necessity to act regionally to acquire and develop park-like areas for the use of the people, yet we

have found no satisfactory solution.

Political scientists can have no more pressing problem than evolving some quick-acting regional political machinery that can get regional decisions quickly. In a state becoming urbanized as rapidly as California, delay can be fatal to sound land use and to such projects as Bay Area Rapid Transit.

OPEN CITY: Tall, gaunt Sir Donald Anderson with Mayor George Christopher sitting at the table beside him brought humor and some healthy independent thinking into a luncheon sponsored by a combination of San Francisco societies including the British-American Chamber of Commerce and Trade Center. As Deputy Chairman and Managing Director of the Peninsular and Oriental Steam Navigation Company of London he spoke in acknowledgment of a welcome to the S.S. Himalaya, luxury liner of the newly created Orient and Pacific Lines.

"The slaves of time must fly. The masters of time have choice—and usually choose a ship," said this shrewd and canny exponent of the merits of travel by sea, who recalled to his audience that American friends, commenting on the enterprise of his country's shipping had observed to him that the British were "always willing to take us for a ride."

When Mayor Christopher presented him with a key to the city, Sir Donald asked what it might be used for as it was somewhat big and cumbersome to carry about. The Mayor, quick at repartee, replied that since he had become Mayor he was careful to see that as few things as possible were opened. Then, with a twist of irony, he said: "This is a wide open city—wide open to every legitimate enterprise."

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San Francisco, Calif.

April 1959 Will See That New Ball Park

by William Steif

THE WOOLING and winning of a major league ball club can be a pretty complex business, but every franchise shift in baseball's modern-day maturity has involved one basic necessity.

The necessity, of course, is a big-league ballpark, or the imminent delivery of such stadium.

In the early 1950's, when talk of moving some of the less profitable Eastern baseball franchises to San Francisco still seemed a remote dream, a little coterie of men determined to put first things first and at least put San Francisco in position to build a 40,000-to-50,

000-seat stadium if, when and whereas. Chief among this coterie were:

1) Fran McCarty, the lively lawyer-politician who had lately become a city supervisor;

2) Tom Gray, the soft-spoken brains behind the Downtown Association;

3) Curly Grieve, the tenacious, prolific sports editor of the San Francisco newspaper with the biggest political muscle, Hearst's well-heeled morning Examiner.

McCarty, to mix a metaphor, carried the ball on a 1954 bond issue for \$5 million—the idea was that if the city ever got a serious nibble from a big-league team, the \$5 million would be available bait, earnest money, for construction of a big park. Gray conned the fat-walletted downtown businessmen into supporting the bond issue. Grieve yammered endlessly at the public through his columns. And the end result was that the city's voters approved.

The reason a ballpark had to be promised to whatever team cast envious eyes west was that the city had no adequate field.

The only possibilities were Kezar Stadium, a 59,000-seat oval at the southeast corner of Golden Gate Park, and Seals Stadium, a 21,000-seat ballpark housing the then ardent and moribund Seals of the Pacific Coast League.

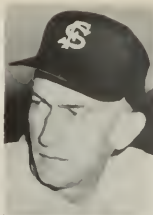
Kezar was—and is—a football field, long and relatively narrow. Seals Stadium, while spacious enough from an esthetic viewpoint, lacked sufficient seats to make it a paying proposition for big-leaguers and, beside, owner Paul Fagan had already marked the site for industrial construction.

But possibly the worst drawback of both stadia was this fact: parking was (and still is) simply an atrocious problem in both neighborhoods.

For two and one-half years San Francisco's big-league aspirations lay fallow.

The old St. Louis Browns in Baltimore, the old Philadelphia Athletics in Kansas City and, especially, the old Boston Braves in Milwaukee, became vast box office successes, all with large, relatively new ballparks.

Then, early in 1957, the rumble from the East started. The word was that the fabled New York Giants, despite two pennant-winning seasons in the 1950's, had had it. Their attendance at the inconvenient Polo Grounds



BILL RIGNEY
Giants' Pilot



HORACE STONEHAM
President

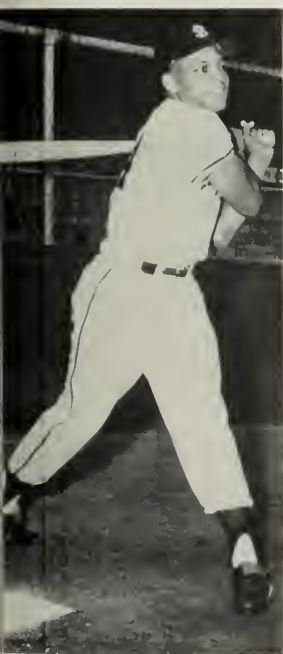
had slid downward steadily. Owner Horace Stoneham, though not precisely a young man, was ready to go west.

As the rumble spread, it reached the ears of a smart, rugged, highly opinionated San Francisco contractor named Charles Harney. This bluff fellow had been playing around with the idea of building a ballpark on his own and the city's land at undeveloped Bayview Park, just south of Hunters Point.

It was Harney's thought that the \$5 million would make a convenient base for the high finance necessary to put across a deal.

By the time McCarty and Mayor George Christopher, with an assist from Matty Fox, the Grand Poobah of Pay-TV, had finished selling Stoneham on the deal for moving the Giants west last May, Harney was deep in plans to build the new home of the Giants, now officially known as San Francisco Municipal Stadium.

Working closely with Harney was Architect John Bolles, who made a study of U.S.



AMAZIN' WILLIE MAYS



SOUTHPAW PITCHER JOHNNY ANTONELLI

baseball stadia before committing his ideas to paper.

The result, as finally revealed last month, was:

1) The park and its 77 acres of land will cost \$10½ million;

2) The stadium will seat 45,000 persons with room for expansion to a capacity of 75,000;

3) Parking for 20,000 autos will be provided;

4) Another \$4.6 million will be spent to improve access roads leading to the park and for utilities.

For Stoneham's Giants, it is a sweet deal. They will pay the city 5 per cent on their gross admissions and get to operate the concessions inside the park—the city keeps the parking concession.

The \$4.6 million will have to come from city funds, and very likely, from gas tax revenues accruing to the city.



Temporary home, Seals Stadium at 16th and Bryant Streets is too small

Where does the \$5½ million—difference between the bond issue money and the stadium's actual cost—come from?

That is another innovation of millionaire Harney. He and his construction company are putting \$3½ million into a non-profit corporation and the last \$2 million is coming from a pair of Eastern insurance companies.

The non-profit corporation will build the stadium and enjoy the protection of a fire lien on it. It will derive its payoff from the city, a payoff amounting to \$352,960 a year for 30 years. In addition, the city will have to pay Harney directly \$218,715 annually for five years. Finally, the city will have to service the debt on the \$5-million bond issue.

At first blush, it would appear that the city is getting the short end of this deal, for the most optimistic estimates are that the new stadium will net San Francisco no more than \$500,000 a year.

The gimmick, however, is that at the end of 30 years, or less if the bonds and the non-profit corporation can be paid off sooner, the city gets the stadium and all its acreage, much the same way that it gets such parking facilities as Union Square Garage.

It is this which, over the long haul, makes the plan attractive.

There are, of course, some San Franciscans who don't like the project, no matter which way it's sliced. Generally speaking, they fall into two groups:

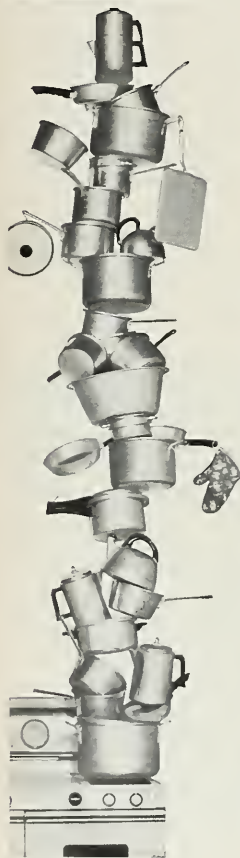
1) The taxpayers represented by lawyer Michael Lewton who are threatening a taxpayers' suit because it's "a bad financial arrangement for the city"—Lewton refuses to identify his clients, but some rumors lay inspiration at the feet of Supervisor Jan Leo Halley, who was notoriously balky about approving the ballpark deal and is known to have an aversion to the current City Hall administration;

2) The downtowners who have revived the so-called Swig Plan for developing the South of Market area—they want to build a ballpark in the remnants of Skid Row. Halley's involved in this caper, too.

It seems questionable whether either of these groups will get to first base, for the formidable Christopher McCarty-Gray-Grie Harney combination appears to have an insurmountable lead as this game goes into the top of the ninth.

Indeed, Harney, at a recent dinner party remarked:

(Continued on Page 7)



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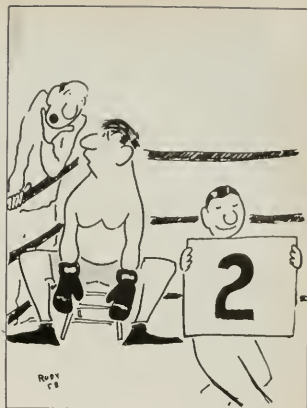


BILL LEISER



JACK McDONALD

San Francisco sports writers who put the public wise



"I don't know what to tell you, kid. You never went this far before."

I'm not waiting for anything. We're go-right ahead out there, filling land, level-the hill, getting ready to let the contracts." The silent listener could almost hear crack of the bat, the explosive roar of the

crowd, the churning of Willie Mays' spikes along the first-base line, as Harney, a long-time baseball-lover, added:

"That park's going to be ready opening day in April, 1959."

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The Wide Horizons of Judge Underwood

by Daniel Pinner



LENORE UNDERWOOD

FACING JUDGE UNDERWOOD, happily not in court, but accorded a little of her closely-budgeted time in her tastefully-appointed home, I learned a little of the industry and personal magnetism of a woman whose life is devoted to the community.

Fair of skin and hair, with eyes that look steadily at the person to whom she is speaking, she gave immediate evidence in conversation of an alert and logical mind.

Underlying her vitality and directness is a compassion for people and their individual problems. This humane aspect of her nature was not learned in the courtroom, but in her childhood. The early death of her mother matured her quickly into being the guide, philosopher and friend to five younger brothers, besides being manager of those daily chores necessary to keep a large household running smoothly. In those days there was a dearth of funds and she learned well the lessons that little-money-to-spare teaches.

She was born in Cleveland and spent some time in the east of the United States. She paid tribute to both her mother and father, and recalled her mother's ability to sew, crochet, cook and bake, particularly the baking of pumpnickel in a special way, the secret of which is now lost.

Her father was an architect and he found a more than willing listener in his daughter, Lenore, in discussions on the minute details of the design, planning, material and work for a building. These talks later proved to be a turning point in Judge Underwood's life.

Her commercial business life gave evidence of remarkable ability, for she became claims department chief in a San Francisco insurance agency. She married H. T. Underwood, an insurance broker, and two small steps were taken charge of, as part of her new life. There was no standing still, and more and more, her conviction grew that her life yet needed a more purposeful pattern. That pattern she found in the study of law.

She began studying at Hastings Law College. She graduated after three years of intensive work, and passed the State Bar examination in 1932 at the first attempt.

With full confidence in herself, she set up an office of her own. She simply wanted to carry out the exacting work of research for her own cases. Although her practice grew steadily, she found time to give her services gratuitously to the Legal Aid Society and the Children's Protective Society.

Her private practice flourished for eight years. Then came the legally historic case of the Pacific States Savings and Loan Company, with its far too numerous small investors threatened with the loss of much, if not all, of their savings. The Attorney-General looked for an attorney with a sound basic knowledge of real estate and the intricacies of building. Attorney Lenore D. Underwood was that person and she became deputy to the Attorney-General.

The litigation for this case ranged from the local courts to the U. S. Supreme Court. With a gleam in her eyes which told her pride in justice and right for the small man, she referred to the success of her efforts and those of the Attorney-General's staff, in getting all creditors paid one hundred cents on the dollar with appropriate interest. Again, she put her energy and legal erudition in pleading in Washington, D. C., when she participated in the cause of the California people in the Tidelands case.

It was, therefore, not surprising when Governor Earl Warren recommended this gifted attorney to the Municipal Court in 1951. The appointment was approved by the Board of Governors of the State Bar. When she was sworn in, in February, 1951, the Queen's Bench, the association of Bay Area Women lawyers, felt justifiably proud of their illustrious member.

The administering of the oath, by Justice Phil S. Gibson of the State Supreme Court, was not the end of endeavor, already magnificent, but the beginning in a more demanding field for this woman who had already achieved so much.

She has presided both in civil and criminal cases, including the scourge of the addict to narcotics. A glance over the past few years, shows her time ever in demand as she serves and gives advice to committees and organizations.

Her interest and active participation is

shared by the National Association for the Blind, the United Nations, Traffic School which was established on her recommendation, UNESCO, for which she is Northern California's Chairman, Citizens' Advisory Board, Governor Goodwin Knight's Conference on Children and Youth, and many women's organizations, too numerous to space.

No matter how humble the person appearing in court, nor how many similar stories she has heard before, she knows, with the compassion developed early in life, that her own experience is terribly important to the person arraigned. Yet, there is absolutely no room for partiality. She is, and knows she is, the personification of the law. This, coupled with her deep understanding of human frailty, gives her a unique place in the eyes of litigants, attorneys, fellow judges and a wide circle of admirers in this complex community.

She cannot be approached by any influence until she has heard the case completely in court. Then and then only will she hear the pleadings in all those particular circumstances that can tell why or why not a sentence should be tempered with the limit of leniency within her power.

It is useless to try weak arguments. When one man gave as his excuse for the often that he was down and out, the judge replied, "You may be down, but you are not out—months." It has been said of the Honorable Lenore D. Underwood that she possesses the four requisites which Socrates declared belonged to a judge: to hear courteously; to answer wisely; to consider soberly; to decide impartially.

Although it is her duty to sentence the lawbreaker, she feels deeply the need for mercy and more to be done to show him the road back to an honorable and respected place in the community. Every cause or effort to achieve this end finds the judge an inspiring advocate.

Her appointed work is the law, her life dedicated to the raising of community standards. This after all, has been the dream of purpose of great thinkers throughout the course of recorded history.

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*His tough job requires
heart as well as head*

Edward T. Mancuso

Public Defender

by Alan Tory

THE SHORT, sturdily built attorney stood by the side of a frightened youth in front of the Judge of the Superior Court. He listened to the verdict on a case which had been one of his pre-occupations for three months. With a sigh of relief and satisfaction, he heard the verdict—six months in the county jail. Tough enough, but far better than the grim alternative against which he had fought.

Then the judge did an unusual thing. He broke off from routine business to compliment the attorney on the time and care he had given to the defense of the accused, on whose behalf he had painstakingly rallied up a roster of witnesses.

Edward Mancuso was pleased with the compliment, but pleased most of all by the human achievement which the verdict confirmed. He smiled encouragingly at the youth whom he had saved from being sent to San Quentin on a felony charge which would have wrecked him for life. Instead, this boy with a bad juvenile record behind him, would go to the county jail, guilty of a misdemeanor, with a real chance of making good when he came out.

Back in his office after this appearance in court, the Public Defender reflected that the effort of checking on the value of a stolen painting, getting a number of experts into the witness stand, learning through sympathetic conferences about the boy's background, had been well worth while.

One more offender against society, while paying a just penalty, had been saved from a crippling and destructive sentence, and given a real prospect for re-habilitation and turning into a good citizen in accordance with the rights promised to citizens by our Constitution—a counsel to defend him, even though he had no means to hire a private attorney.

Mancuso turned to his files, glancing over some of the cases which had yielded human dividends—a woman, accused of fraudulent application for aid on behalf of her child, who on investigation turned out to be deserted by her common-law husband; a young soldier who had stolen a camera, whose military

career was saved . . . Then the telephone bell rang.

The busy hours of consultation, administration, planning were resumed—for Mancuso at this morning's hearing had taken the place of one of his assistants who was ill, whereas in general he directs a team of seven deputy public defenders who divide their time between court and interviewing. This team is supplemented by investigator Fitzgerald Ames, Jr.

The man who fills the important role of Public Defender knows the rough and tumble of life and the hazards which can ensnare the weak or unwary. Born in San Francisco on June 1, 1901 of Domenico and Margaret Mancuso, Edward was nine years old when his father died in 1910, leaving a family of eleven children—seven boys and four girls. The three youngest boys, including Edward, were placed in a home for boys; the other children endeavored to help with the family budget. His mother, fortunately, lived to see all of her children well established in business, in the professions or in their own homes.

Selling chewing gum and newspapers, working Saturdays in a drug store, running errands on his "bike," attending night schools, both elementary and high, young Edward grew from childhood to boyhood. While attending the University of California, he worked continuously eight hours and more daily as a salesman. By the time he was graduated from the University, he already held an unbroken employment record of seventeen years with one firm.

During his school years Edward was both athletically and forensically inclined. Together with his brother Joseph and several other youths, he found time in 1921 to organize and help finance the Humboldt Athletic Club, encouraging competitive sports for underprivileged children in an effort to help combat juvenile delinquency.

Eventually, handicaps and difficulties overcome, Edward, in 1929 successfully completed his 3-year course at the University of California, Hastings College of the Law, San Francisco, and received his coveted degree of Bachelor of Laws. A few months later he was

married to Dorothy E. J. Fegan, of Sacramento, California.

Since that time, Edward T. Mancuso has risen rapidly as a lawyer, a public official, civic and a religious leader, as well as a businessman. He became the senior member of the law firm of Mancuso, Herron and Winslow, 345 Grove Street, San Francisco, until termination of the partnership in January, 1955.

As a public official, Supervisor Mancuso served more than 10 years (1945-54) with the City and County of San Francisco Board of Supervisors, an elective office, until April 1954, when he was appointed Public Defender. Subsequently, with the completion of that term, he was elected to serve four years to the end of 1958.

This background of struggle and achievement means that Mancuso can bring to his work a real understanding of persons who have been subjected to exceptional strain and temptations, while being quick to detect the professional fast talker.

The office which he holds derives its authority from the Sixth Amendment of the Federal Constitution which, among other things, requires that in all criminal prosecutions the accused, no matter what his financial standing, shall have the assistance of counsel for his defense.

The Public Defender system in California was introduced through enabling legislation in 1921. A Public Defender's office was established in San Francisco on October 15, 1921. It was not until February, 1929 that the scope of the office (thanks to Mancuso's overture to Mayor Robinson) was enlarged to include certain of the more complex misdemeanor cases.

In representing defendants, the Public Defender's prime duty is to see that each defendant is granted a fair and impartial trial and that all his rights are preserved. The expediting of trials and opposing of unnecessary delays is another aspect of the office which both reduces strain on the defendant and indirectly saves the county money. The is no intent to secure acquittals or dismissal of the guilty—but every possible defense.

presented, and investigation is made to ascertain if any mitigating circumstances exist.

Another task which falls to the Public Defender is the handling of applications for persons who seek a pardon and restoration of civil rights by filing certificates of rehabilitation when released from the State prison.

It will be seen that with a jurisdiction of a million people, which includes those from the Peninsula and the Bay Area who visit San Francisco daily, a heavy load must fall on Edward Mancuso and his team of Chief Deputy Public Defender Abraham M. Dresow, with three senior attorneys who handle felony cases in the Superior Court, three junior attorneys who handle misdemeanors and preliminary hearings of felony cases in the Municipal Court, and the investigator whose job is to locate witnesses and secure evidence.

The careful records which Mancuso has drawn up in his four years of office indicate an impressive expansion of work especially in the field of misdemeanors (a level at which there is a greater possibility of mis-justice than there is with felonies). In the year 1956-7, for instance, 2,220 defendants in misdemeanor cases were represented against 1,057 in the previous year. 24 felony cases came before the Superior Court (1956-7) involving 4,167 appearances by deputies.

The hard-working staff of the Public Defender's office would be the first to acknowledge the immensity of the task measured against the limited human resources that are present afforded by the City-County budget.



Edward T. Mancuso with staff group in February 1955. Left to right: Fitzgerald Ames, investigator; deputies Robert Nicco, Mollie Minudri, Joseph G. Kennedy

One of them (brilliant and dedicated Joseph Kennedy) expresses his grave concern, on behalf of defendants, about the use in court of evidence obtained as a result of unreasonable searches and seizures.

Mancuso himself, with the concurrence of the whole team, is convinced that pushers of narcotics and addicts (as distinct from the wholesaler) should not be looked upon as criminals, but rather as persons in need of medical therapy. A punitive approach, except for dope sellers, will not he believes, solve the narcotics problem. Meanwhile, however, the Public Defender is hamstrung by an obsolete system of law enforcement, and the dope problem is getting out of hand.

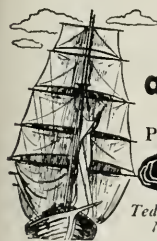
Despite such disappointments and frustrations, the most marked progress has been made in these last four years in the admin-

istration of a great office which is important to democracy.

"Equal justice under law," Chief Justice Warren has said, "remains our goal, but is not fully secured to all citizens. The rights promised them by our Constitution are not yet perfected. Some of the defects in our system are inherited; others keep creeping in. Justice, like freedom, needs constant vigilance."

The work, arduous and little publicized, of bands of men and women in Public Defender's offices throughout our land, contributes towards a closer approximation to the ideal of protection of the innocent and just treatment of the guilty.

Mancuso has enlarged the scope and dignity of his department, and brought a new drive and energy to one of the toughest jobs in our community which requires heart as well as head.



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PEOPLE AND PROGRESS

BOYS CLUB BAND

Once a year the San Francisco Boys' Club Music Department offers many boys of San Francisco musical opportunities. The San Francisco Boys' Club Concert and Marching Bands have been performing throughout the state for the past three and a half years.

This is the only youth band in San Francisco, and the only boys' club band in Northern California.

It takes part in many events, including California State Fair, East-West Football Game Pageant, Guardsmen Christmas Parade, Santa Clara County Fair, California Days Festival and many others.

The Band performs at the State Fair yearly, and was the first Band from San Francisco to perform at this Fair in over 10 years.

At their summer camp all of the boys have the opportunity of spending two weeks where they receive music training as well as a vacation.

A Concert is given once a year here in San Francisco.

As proclaimed by Mayor George Christopher, the San Francisco Boys' Club Band has been named Ambassador of Goodwill for the City and County of San Francisco.

The San Francisco Public Schools, as well as the Musicians Union, are very much in favor of this musical organization, which is to give a concert at the War Memorial Opera House on April 25 with Enrique Jorda as guest conductor.



Model of new Bank of America building

BANK OF AMERICA EXPANDS

Construction is due to begin shortly after June 1 on the new Bank of America Service Center which will be on Market and South Van Ness streets.

Fronting 324 feet on South Van Ness, the building will extend 150 feet on Market, 275 feet on Eleventh street and 320 feet adjoining the existing Coca Cola building.

It will consist of eight stories, mezzanine and basement, framed for future expansion to 13 stories.

It will house under one roof those departments which serve metropolitan branches of the Bay Area and in some cases the entire Bank of America organization.

These services will include ERMA installations, data processing center, tabulating, the addressograph, mail, mechanical, stock transfer, inspection, travellers cheque accounting and payroll departments; plus an auxiliary office of the Ninth and Market branch.

The building will be provided with a heliport with accommodations for two helicopters at one time, and also with a facility for drive-in banking to provide auxiliary service to the Ninth and Market branch. There will be three drive-up windows, with car entrance on South Van Ness and front of Eleventh Street. Cost of land and improvements will be approximately \$13 million.

HOPEFUL ATTORNEY



CANDIDATE RUTH GUPTA

Attorney Ruth Church Gupta's campaign machinery is set for a stiff battle in what augurs a "free-for-all" for the legislative post of Assemblyman in the 21st A.D. She's battling one opponent in the Democratic primary, but she is confident of winning in the June 3 primary as she has been endorsed by the Democratic parties in the 21st A.D.

On the GOP side of the battle, Mrs. Gupta is stacking her experience and qualifications against four candidates—all men.

She is the only one of the five candidates with legislative experience. This makes her no newcomer to the State Legislature where it is

widely and intimately known both Democrats and Republican. Press representative Charles Siegfert reports that, she has solid backing of the 350 clubs the California Federation of Business and Professional Women Clubs. For three legislative sessions she was its legislative representative at Sacramento. Her record proved so successful that the Federation has backed her to the limit to win the election.

ESSENTIAL MATTER

The San Francisco Giants' count Governor Goodwin C. Knight among their most enthusiastic supporters.

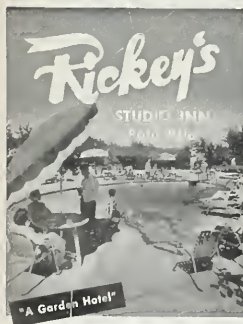
The governor, in addition to being a baseball fan personally, turned his official attention to sport to help assure the success of big league ball in San Francisco.

In reply to a request from Supervisor Francis McCarthy, Governor Knight announced he had included baseball among the essential matters to be presented to the session of the legislature.

He has pushed vigorously with success for passage of legislation to make possible construction of the Giants' new ballpark at Candlestick Point. Construction of the park hinges on the state's conveying to the city and county certain state tideland dedicated as streets.

"It is my wish," the governor said, "to assist in every way possible to make big league baseball a success in California and in specific instance to help make new Giants' ball park ready for start of the 1959 season."

During the Gold Rush, price in San Francisco were so high laundry was sent to and from China by clipper ship, according to the San Francisco Chamber of Commerce.



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BASEBALL FAN GOODWIN KNIGHT

POPULATION JUMP

An expected 82 per cent increase of California population by 1975 and other striking economic growth projections in areas of incomes, school enrollment, households, labor force, manufacturing employment, electric power load, and thermal energy requirements within the State have been disclosed by the California State Chamber of Commerce, based on materials assembled for the Chamber by the Stanford Research Institute.

California's population is expected to jump from 12,961,000 in 1955 to 23,565,000 in 1975. By 1960 it is expected to reach 15,29,000; in 1965 it will rise to 18,59,000, and by 1970 to 20,696,000. During this period the ratio between male and female population will remain relatively unchanged.

In 1955, personal incomes were 29,748,000,000 and spendable incomes were \$26,583,000,000. In 1975 personal incomes are forecast at \$70,411,000,000 and spendable incomes, \$62,865,000,000.

Other significant trends will appear in California public elementary and high school enrollment which is expected to almost double during the 1955-1970 period. Enrollment reached 2,448,030 in 1955, whereas in 1970 4,345,200 will enroll. In 1960 there will be 3,264,000 students, and in 1965, 3,883,000.

PFE ENTERPRISE

Fresh produce, freight and frozen foods will be hauled in the same car, a new "all-purpose" mechanical "refrigerator" now being built on its assembly line at Los Angeles by Pacific Fruit Express.

The new car, it was announced, embodies new concepts in refrigeration and design and departs radically from standard models built only to haul frozen foods.

A total of 1,000, costing more than \$20 million, has been ordered. Half of the order will consist of 50-foot "super-giant" models and the other half will be of the standard 40-foot size.

The cars are unique in that 6x8 movements from the East and west sliding doors and metal flooring will permit pallet loading and unloading of dead freight on return idled.

Historically, according to K. V. Ummer, vice president and general manager of PFE, westward movement of mechanical reefers has been largely empty. Officials hope that ability to handle dead freight will increase revenues—



PUBLISHER MARRIOTT

eliminate financial burdens of costly empty westward movements.

The company—jointly owned by Southern Pacific and Union Pacific—will place cars in service at the rate of four per day starting in mid-March.

BUSINESS NEWS

William H. Marriott, founder and publisher of Family Weekly Magazine has taken over the Daily Commercial News, 82-year-old San Francisco shipping and industrial paper.

"San Francisco and the Bay Area," says 48-year-old Marriott, "form the business Mecca of the West—the centers of finance, banking, insurance, shipping, food packaging, wholesale distribution, agriculture, retailing, advertising, and manufacturing of diverse types. Leaders in these vital fields have a right to expect a firm and solid voice through a daily business newspaper that concentrates on matters of interest to them, with its sights focused on the betterment of the community at large; a paper that is comprehensive in its coverage, dynamic in its approach and firm in its convictions."

NEW ELITE

The streams of thought of the 20th century reflect a new ideology—Bureaucracy—according to a sociologist at the University of California, Los Angeles.

Dr. Svend Riemer, who fled an earlier ideology of the 20th century—Fascism—when he left his native Germany to come to the United States, has made a sociological study of ideological structures.

He points out that the patterns of Bureaucracy, which he describes as the rule by an anonymous, technical elite, fall precisely into neither the traditional pattern of conservative or liberal ideologies

nor in that of Communism or Fascism.

In addition to its leaders, Bureaucracy embraces two types of passive participants, "those who idolize and those who deprecate the Bureaucracy which works for them, and in so doing manipulates them."

Like other ideologies Bureaucracy has its cultural manifestations, its reflections in streams of thought derived from contemporary social reality, Dr. Riemer says.

The Existentialism of Sartre is easily assigned to the disapproving bureaucratic followers, he says. The architecture of Frank Lloyd Wright places him among the "technical creative elite, building a new world from intuition and seeing everything in its technical relationship to a particular field of competence."

Bureaucracy's art is found in the French Impressionist school, a reflection of escape "into immensely complex reality." Its music—jazz—"sings of the monotony of machine-made civilization, which grants individual freedom at the cost of slavish submission to bureaucratic routines just as the jazz musician must improvise against a background of conventionalized rhythm or chords."

The literature of Bureaucracy is science fiction—an intellectual play with the possibility of a bureaucratic social order, Dr. Riemer adds.

CUSTOMS REPORT

In January of 1957, the local Customs office reported a four year all-time high in business processed and revenues collected. Actually business through this Customs Port tripled in 1957 over 1952. Likewise, Customs revenues increased to \$42,000,000 from \$19,600,000 during the comparable period. At the time these figures were released, the Collector of Customs, Chester MacPhee, stated this tremendous increase had been absorbed by a conscientious staff of employees without an increase in personnel.

FLOATING FAIR

The World Trade Center in cooperation with the California World Trade Center Authority and San Francisco Bay ports has extended a special cable invitation to the Japan Industry Floating Fair, a shipload of Japanese products available for sale in world markets, to visit the ports of San Francisco Bay enroute to or from its tour of Latin-American ports



COLLECTOR OF CUSTOMS MacPHEE scheduled for late 1958.

Japan Industry Floating Fair features a shipload showcase exhibit of Japanese machinery and other products which has already received favorable reception in a voyage to Southeast Asian ports. The 1958 Japan Floating Fair plans to embark for principal Central and South American ports in October of this year.

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MAX SOBEL

International Women Bowlers Meet in S.F.

The same month which sees the debut of the Giants goes down to history for another sporting event which underlines the building up of San Francisco into a sports Mecca for Americans. The Downtown Bowl at Jones and Eddy will be the scene from April 17 to May 20 of the Women's International Bowling Congress Tournament.

Alaska will be likely to spend a prize money they win while the others are here.

Hosts of this flood of competitors will be a dynamic father and son duo—Henry and Rex Golobic. The commodious and inviting building with 40 alleys in which the contests will take place—biggest bowling center in Northern California—was taken over by the elder Golobic in April, 1942. It has been used for walkathons, wrestling, and dancing before that, and no one succeeded in luring continuing crowds to the location. But the Golobic regime brought prosperity to what had been a white elephant. In 1946 record-breaking business was attained, and since then the Downtown Bowl has become a cheerful and convivial feature of our city's life.

Any night you may see excited watchers and rapt performers stooping forward as they hurl the ball against a distant constellation of skittles. You may hear the pleasant noise of knocking as the pins fall, and shouts, whoops, wails expressing individual reactions.

Bowling fans transcend race, class, and occupation, as shown in Rex Golobic's list of diversified clubs who play at the Downtown Bowl. Like love, this art has a language of its own that does not



HOST REX GOLOBIC IN COSTUME

This will bring 2,587 teams (each of five girls) from thirty-six states plus Alaska, Hawaii, and Canada. In addition there are 4,043 doubles and 8,086 singles entrants, with prize booty amounting to \$87,321.

Mr. Swanson of the Convention and Tourist Bureau estimates that at least three-quarters of a million dollars' worth of business will be brought into the city by these women over the 34-day period. He stresses that the spreading of visitors over this time is the most valuable of all forms of patronage, much better than having a big number of people confined to a very few days. He also says that guests from remote places such as



Bowling Champion LaVerne Carter



Coater Betty Farrar encourages Don Gee (center) and Larry Mor of Chinese parentage, members of Italian-Swiss bowling team

end upon formal speech. It can be summed! Now it is estimated there are between 18 and 20 million teenagers out of mischief, are between 18 and 20 million are the doldrums of middle age, bowlers in the United States—who and anyone who is looking for a include among Bay Area notabilities for juvenile or adult delinquency might well make a hopeful the Public Defender Edward Mancuso and Mayor Clifford Rish- inquiry into this absorbing and ell of Oakland.

From the days when the Dutch bowler himself, an enthusiastic New Amsterdam became captivated by the game of ninepins, ten years, he and his friends have bowling has figured as an American sport. When the austere Dutch succeeded in bringing this important authorities, frowning upon people tournament to San Francisco.

in joying themselves overmuch, The women bowlers will certainly bring their own colour and a law forbidding ninepins, vivacity to blend with the romantic elements which are indigenous tenth pin was added, and the to our city.

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Eric Livingston believes that San Francisco's transit problem may be solved by Mono-rail

Eric Livingston is a grey-haired, stocky man with a fine forehead, and a penetrating gaze, whose calm and expressive speech remains a recognizable German accent. He resolved to come to San Francisco, at a time when his life had fallen apart, "because it was the most beautiful city that I could remember from all my travels." One way in which he has reached the Golden Gate for opening a new life was to rid City Hall of a pest of pigeons, and thereby save our exchequer thousands of dollars.

This Pied Piper of Hamelin gesture, however, is actually only one of his minor achievements, though it is of intrinsic interest. Pigeons which carry the same bacteria as rats—plagued the balcony of the Mayor's office and the flight of birds leading down to Polk Street. Livingston, a pest control expert, was called in to do a test job. He treated the areas of invasion with chemical which, in the parlance of his profession, gives pigeons "a hot foot." No bird that came once, returned to the scene.

When he and his wife first came to live here, having been used to a household with domestics and

chauffeurs, life was tough. They had changed their name from Loevenstein, because in Germany the curtain had just fallen on a tragic climax which shattered family life.

A Jew whose family tree includes a scion who was knighted, the fugitive from Nazi persecution engineer, owner of a ribbon factory, importer, Army officer—wished to put from his mind the nightmare of Hitler's increasing pressure on his race. It had begun with minor impositions, and ended in the blacklisting of his factory, interference in the education of his children, and three weeks in Dachau, from which he was released on signing a paper to say that on leaving the country he would renounce all his possessions.

In their first months in San Francisco, the wine of freedom, concerts in Stern Grove with no admission charge, and few and difficultly earned dollars sustained this brave man and wife, who at the end of each day brought back their separate earnings and looked gratefully at three dollars laid on the table. Eric filled cigarette and candy machines, and his wife did baby-sitting and worked as a waitress.

At last a break came which enabled the Livingstons to use their talents in a constructive way. The Crane Pest Control business, fallen on evil days since the death of its founder, was looking for someone to take over, and Eric Livingston was asked by Mrs. Crane to step in. He brought to this new field the same qualities of mind and determination which he had demonstrated as a successful manufacturer in Germany.

He got in touch with the head of the entomology department in the University of California at Berkeley, who helped him to develop potent insecticides. He conceived a new approach to pest control governed by professional standards, got together other companies and founded the California Pest Control Association, and as a final step in collaboration with

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Coming to S. F. with nothing except brains and enterprise, Livingston now manages a prosperous and progressive business

Eastern groups founded the National Pest Control Association.

Currently he is working in close connection both with University departments and with many leading chemical manufacturers in the making of field tests. The firm of which he assumed control is now one of the leading companies in California.

But business success alone is not enough to satisfy a man who in Dachau found himself in a strange company including Schumaker, the Social Democrat leader, and Seventh Day Adventists—a collection of humanity diverse in origin, yet united in hope. From this experience he conceived a vision of one human race imperilled by false prophets or dictators, and the importance of improving the education and living conditions of the people as the one means of progress.

Thus, not only did he look for a means of personal livelihood which

should be related to human welfare, but he encouraged his two children in the same positive direction, and having established himself financially, looked round for outlets of social service to which he now gives a proportion of his time.

Eric Livingston is active in the United Crusade, and Jewish Welfare; he is committee chairman of the Lions Club for the Lucinda Weeks Home for Crippled Children, and Vice President of the Newcomer Group from Germany.

This bracing story of a man to whom San Francisco has given the opportunity of shaping a second life, culminates in a journey back to the scene of his birth upon which he is about to embark. He leaves for a vacation in Europe which will take him to Wuppertal near Cologne, a spot famous for I. G. Farben, its stainless steel, and Rayon industries, and as the birthplace of Rontgen who discovered X-rays.

When he comes back, he will have at his fingertips exhaustive information about the Monorail, built in 1898, which runs from one end of the valley to the other. This means of transport, which is cheap, safe, and takes traffic off the street, offers in Livingston's view the best solution for the traffic congestion which is one of the acutest problems of his adopted city, San Francisco. He will be an articulate and well-versed exponent of the merits of the Monorail when the time comes (as it must, soon) for a community review of alternative ways of moving our citizens from place to place.

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Memo for Leisure

The Geary Theatre (remember to be there for eight o'clock) of fers a rare dramatic opportunity in Eugene O'Neill's sombre and powerful play: "Long Day's Journey into Night" with Fay Bainter and Anew McMaster in roles made famous on Broadway by Frederick March and Florence Eldridge.

This Pulitzer prize play—which is drawn from life—is directed by Jose Quintero. It is of profound interest as exhibiting the young O'Neill and the family in which he grew up.

The widow of Eugene O'Neill, Carlotta Monterey O'Neill, released this coveted play to a young trio of producers including Quintero, because of their inspired production of O'Neill's other play "The Iceman Cometh," and her confidence in them was vindicated by the play receiving all the honors the American stage can bestow on a production.

The new Cinerama production at the Orpheum takes us on a fascinating journey to the peaks of Central Asia. Entitled: "Search for Paradise," it is in our judgment the best of all the Lowell Thomas creations.

Its strength is the off-beat adventures which it records—a sojourn among the Hunzuktis in Himalayan lost world where there are no income taxes, no diseases and no jails; a trip on the river Jhelum which flows through the city of Srinagar in Kashmir, Venice of the East; and as climax the coronation of the king of Nepal which Lowell Thomas attended as a representative of President Eisenhower.

An added appeal of the entertainment is the fine baritone voice of Robert Merrill who sings haunting ballads descriptive of scenes from the Roof of the World.

April 21 marks the launching of the 21st annual festival of the San Francisco Civic Light Opera at the Curran, with the Broadway prize-winning musical, "The Most Happy Fella," set in the lush Napa Valley wine country.

The series will include, in addition to "The Most Happy Fella," lavish Civic Light Opera production of "The King and I," May 7, the world premiere of a new musical, "Grand Hotel," August and Broadway's newest No. 1 musical, "The Music Man," October 23. Musicals will play the Curran five weeks each on subscription.

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Giants' Debut

According to California Poll interviewers, when major league baseball makes its debut in San Francisco this coming spring, it is counted on the support of most of the baseball fans in northern California and many fans in central California.

Up to two or three times as many baseball fans are expected to turn out for one or more games during the season as went to any Pacific Coast League game this year. Figures compiled by opinion pollsters who interviewed a sample of adults show that where 10 per cent of the San Francisco Bay area residents attended a PCL game, 27 per cent say they would attend one or more major league games.

As a result of the interest generated by the news of major league baseball here by next season, the portion of the California public to have an interest in baseball is later today than it was ten years ago. In 1947, California Poll interviewers asked the question, "Do you pay any attention to baseball?" and they found 45 per cent said "yes." This year the figure is 51 per cent who say they follow baseball.

Thirty-nine per cent of northern California baseball fans apparently are more keenly interested in major league baseball than they are in PCL baseball.

One of the biggest "ifs," of course, is the quality of baseball the Giants will provide. A colorful winning team could throw all estimates out the window and exceed the fondest hopes of proponents. The Giants promise to bring to San Francisco a strong club capable of staying in the first division. Leading the team is "Amazing" Mays, described as "perhaps the most exciting and certainly one of the most gifted players in major league baseball."

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To the Baseball Fans of San Francisco:

It has been a privilege for the Giants to bring major league baseball to San Francisco, and all of us are looking forward eagerly to the 1958 season at Seals Stadium. I feel this move to the Pacific Coast strengthens the entire structure of our game, and that it is entering upon a great new era of expanding success.

All of us deeply appreciate the cordial welcome the people of San Francisco have extended to the Giants, and I know their support will be heartening to the players on the field. For our part, we are pointing and planning toward a winning future, a team that will restore the Giants to the championship ranks in the years ahead. The Giants and San Francisco — I think all of us are going to find it a very happy partnership.

Sincerely,

A handwritten signature in cursive script that reads "Horace C. Stoneham".

Horace C. Stoneham

JUN 2 1958

(PERIODICAL DEPT.)

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(See Page

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MAY, 1958

VOLUME 25 NUMBER 5

LETTERS

Congratulations on your April issue—the first year. It has real distinction, and underlines the fact that there is a place in our community life for a periodical such as yours, which has civic aims with accuracy and authority, and is at the same time interesting to read. In these days of high mortality of magazines, it is good to see The Record so alive and full of promise for an influential future.

MAY BETTECOURT,
221 Dellbrook Ave.,
San Francisco

What is San Francisco doing about this California Mayors Tour to Europe? We would be proud that the idea for this valuable contribution to international good will originated here.

Our city fathers ought to get behind this, so that when the mayors go to Europe in July the people of Europe will hear about the city of Saint Francis as well as places in the south including Los Angeles, whose Mayor Poulson has appointed a personal representative to go on the trip.

F. ERNEST GEORGE,
29 Hillpoint,
San Francisco

Editor—Mayor Christopher, in addition to his commending of the tour, has appointed his representative Mr. Noel Coleman of the Public Utilities Commission. We appreciate this gesture.)

I wish to say that recently I needed to refer some books on the Elizabethan theatre, and the education department of our public library. I was treated with great courtesy and was informed that two of the three early books of which I was in search were available, and they would be kept at the counter for me to pick up.

Within half an hour I arrived at the library and the books were there for my convenience. In this service I would like to record my tribute. Enough brickbats have been thrown at the Public Library, but here is a bouquet. Why can't we all get together to see to it that enough public money is allotted to books, and the circulation of which the life of our society depends?

JACK NEGHERBON,
3069 Sacramento St.,
San Francisco

WHITE CARNATION: His Royal Highness the Prince of the Netherlands is shown on our cover wearing a white carnation, his favorite flower, which played an important role during the Nazi Occupation as a symbol of resistance. On Prince Bernhard's first birthday after the German invasion, when all national emblems were forbidden, thousands of people appeared on the streets wearing a white carnation which the Germans had neglected to prohibit. This silent national demonstration was a tribute to the affection the Prince had won since his coming to live among the Dutch in 1936. The flower delivered its cryptic message of patriotism in that dark moment, and has since become the symbol of the Prince's activities.

AMBASSADORS: At the Press Club, Mayor Robert Boyd of Willows received a warm welcome from the Prince as a representative of the California mayors who will visit Holland in July. The ambassadors from this State will find themselves often crossing paths with German visitors, who from tulip time onwards now cross the border in great numbers—'more than we had in the Occupation' said the Prince with a wry smile. To this great world citizen wrongs of the past are less important than opportunities of the present. He sees the California Mayors Tour as an important contributing factor to the welding together of Western Europe and North America in firm understanding, with strengthening economic ties which give reality to pledges of goodwill. Mayor Boyd and his companions will bring back to their communities refreshing reports of how others live, and what similarities underlie superficial differences between ourselves and Europeans.

ACKNOWLEDGEMENT: We wish that in our Giants issue of last month we had called attention to a little recognized contribution rendered by the San Francisco Chamber of Commerce to the creating of public enthusiasm for the first season of big league baseball. Our indefatigable C. of C. promoted the Giants through circularizing eighty Chambers of Commerce and many corporations in Northern California, and also distributed reservations forms.

The pictures illustrating William Steiff's fine article in April were lent to us by the S. F. Chamber of Commerce, and we hope that this acknowledgment will make up for our omission to give due credits. We extend to the oldest Chamber in the West, now entering its 109th year, our salutations for the vision it is displaying and the efforts it is making on behalf of San Francisco. Among issues which it is taking up are the creation of an adequate water development fund from revenues from the State's oil resources, the remodeling of City Hall, and the development of International Airport to meet the needs of the coming jet age.

WASHINGTON SQUARE: We had a look at Washington Square the other day—a deserted sand lot, where no old men were sunning themselves, and no chattering wives of North Beach exchanging news and views with one another. The sight of turned up earth prompted us to consult Mrs. Grace Duhagon who has been active in drives for giving Washington Square a new face. We gently chided her, in fear that some sweeping reform might be brought about abolishing the old men, the wives, and playing children, and substituting for them some inhuman domain.

But Mrs. Duhagon assures us that the exiles will come back. The Square is being graded, new grass will be planted, and—bless her heart—new benches will appear set in round circles to encourage intimate talk. She calls them "conversation-type" benches—a new expression which we gladly add to our vocabulary. She tells us that there will be more walks, and the park will be finished by mid-August or early September.

One piece of information we could not pry from her—and that is what objects are buried underneath the statue of Benjamin Franklin. All she would tell us was that one day—perhaps in 1960—the statue will be lifted, and Ben will find another home. We would vote for keeping him where he is, being ourselves no dislikers of anomaly, with a sneaking instinct to preserve things as we've found them.

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New Mobile Lab Assists Work of Homicide Squad

by Maurice Hamilton

A PUBLIC raised on fiction's concept of homicide detection—the television in which a crime is committed, investigated, and neatly wrapped up in a half hour, whodunit novel in which the private eyes gets the case solved before the police has happened, or the movie that demystifies the chase elements of investigation—possibility that homicide work is a long, sordid, dragged-out process, completely without glamour is probably a very remote one. In fact, that is, to everyone who is not content in one way or another with the Homicide Division of a metropolitan police department.

The homicide man, because of the peculiar demands of his job, must possess a combination of qualities that are either inherent in him or can be developed over a period of time after he is appointed. A question to Frank Ahern on how men are chosen for this important post brings an answer that illustrates this ex-homicide detective chooses any man he intends to promote to other

positions. When I make an appointment to any position," Ahern says in sincerity, "I make

it solely on the basis of merit. Politics have nothing to do with my choice whatsoever. The man may be in uniform or not, but no matter what his present job is, if I feel he's qualified on a merit basis he gets the appointment."

As a former member of the Homicide Division, Ahern realizes the importance of merit very keenly and seems determined to bring this quality into his Department as a whole. And as an ex-homicide detective he has definite ideas on the qualifications a homicide man should have to do a good job for the Division. These include patience, tact, an eye for detail, an inquisitive mind, a retentive memory, and a penchant for objectivity regardless of the situation with which he is faced. The day to day duties of the homicide detective, as well as his specific duties when called on a case, are the best illustration of the necessity for these qualifications.

Taken overall, the cases that come to the attention of Homicide are surprisingly (to the laymen) diverse and include any situation in which death either has occurred or might occur. Criminal abortion serves as a case in point, to illustrate the kind of special knowledge a homicide detective must have, as well as to point up some less familiar parts of his overall duties.

Abortion mills are big business, so big that a \$10,000 daily take is not uncommon, and so of necessity the persons running this illegal activity take extreme precautions against being detected. The investigation of such a case brings into play all the skills of good police work as well as specialized knowledge that a well trained Homicide man eventually acquires.

Months of surveillance of suspects is often necessary in order to nail down a case. Tailgating of persons suspected of being involved is not uncommon. Then once on the scene of the illegal activity the Homicide man must be completely familiar with the instruments used to perform abortions so that he can seize the correct ones to help build his case.

There are other things he must know too. He must know human anatomy, particularly the female body structure. He must be aware, on a step by step basis, just how the baby grows within the body of the mother. He must be able to converse intelligently with medical doctors, either legitimate or not, so that he is on an equal footing with the person suspected of performing abortions. He



Ex-homicide Detective Ahern

must know the various drugs that are sometimes used by abortionists and he must know the effects these drugs have on the body of the expectant mother or the embryo she is carrying. Along with all this specific knowledge he must also know how to pursue an investigation in case the aborted woman dies.

The Homicide detective must undertake investigation of all cases assigned by the Coroner or his deputies. These are usually cases where the Division was not called in initially because of the nature of the complaint. It might be suicide, death as a result of any kind of accident (other than by a moving vehicle) or any case where the Coroner or his Department has reason to suspect foul play.

These cases often take as much time and skill as the seemingly more complicated murder cases. The Coroner merely raises the suspicion that murder might have been committed and it is up to the Homicide man to prove or disprove it. In such instances he must gather his proof after the fact and without the benefit of having been on the scene shortly after death occurred.

While the investigation of actual murder cases comprises only a small portion of the Division's work, it is the type of case that gives the Division its name, and is what the public thinks about when it thinks about the Division. It is here that the meaning of dedication to duty becomes apparent.

The typical member of the Division works from nine in the morning to six at night. There are many times too, when he is called on, after his regular shift, to give his fellow workers a hand on their cases, for example when an intensive door to door manhunt is under way, or when routine can be speeded with extra help. Once every three weeks your Homicide man must remain on call even after finishing a day's work. He must be ready to respond to a case on a moment's notice and must forego any social engagement that might take him away from the telephone.

When he does roll on a homicide "kick" he usually arrives at the scene after the beat officer or the patrol car crew has answered the first call. As soon as these patrolmen determine that death has come as the result of extraordinary causes, Homicide is called in to take over. After pictures of the scene are taken, the detective in charge of the case



Homicide man using platform on top of truck for high angle photograph



Left to Right—Commissioner Bissinger, Chief Ahern, Foster & Kleiser V.P., Commissioner McKinnon, Commissioner Mellon, Deputy Chief Cahill

must see to it that fingerprints are lifted, evidence is gathered and preserved, that the witnesses are interrogated, that detailed statements are taken, and all the other necessary steps made to assure his having a good case in the event it goes to court.

While all this sounds as though he might have his hands too full to do a good job in any one area of investigation, it must be remembered that he does get a large helping hand from the Department's Crime Lab, its Mobile Unit, and the resident criminologist, Duayne Dillon. Dillon, at this writing, is actually acting criminologist pending an examination to determine who will permanently fill the job, but he brings to the Police Depart-

ment generally, and to its Homicide Division particularly, a wealth of technical know-how that reduces much of the Homicide Detective's investigative work to a scientific routine.

The Crime Lab and Dillon are not called into every case because many can be handled without this scientific help, but where the gathering of physical evidence is complicated by the nature of the crime, the facilities of the Lab, the services of Dillon, and the use of the Mobile Unit are brought into play. The Mobile Unit, ordered and stocked by the members of the Division who know from past experience the kinds of equipment they need, is of particular interest because it is so new. According to Dillon, who has had

several years of crime experience before coming associated with the San Francisco Police Department, the Mobile rig has everything needed to further the investigation the most complicated case.

It contains, among other things, a complete chest of tools for removing bullets that may be buried in walls or doors, or the cutting wires or nails when the occasion arises. There are portable lights of high voltage to illuminate any area. Many times such light is necessary even in broad daylight in older buildings that aren't adequately lighted. The Mobile Lab also has a two-way walkie-talkie rig, a ground search or dragnet, enabling the man in command to be in touch with all concerned as he directs the operation.

The mobile unit also provides a place of privacy where a detective may question a suspect or witness without the whole neighborhood getting in on the interrogation. It has typewriters for taking of statements at the scene of the crime and a tape recorder in cases where the detective in charge feels a person making a statement might change his mind later on. There are containers for clothing and preserving items that are later taken back to headquarters for further study, fingerprint kit, a blood testing kit, equipment for taking casts of footprints, and a great number of other items any one of which might be necessary during the course of an on-the-spot investigation.

While this mobile unit is nearly complete in itself, Dillon is careful to point out that it is just an arm of the Crime Lab itself, and that the bulk of his work is conducted in headquarters on the sixth floor of the Hall of Justice. Here he has equipment that is necessary to test-fire a gun to determine bullets found in the body or at the scene of the murder match the weapon of the suspect. He might bring a powerful microscope into play to match blood samples or fingerprints. In this room the visitor is apt to see photographs of handwriting samples blown up many times the original size, or cloth-



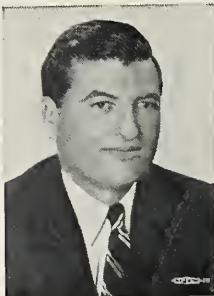
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Criminologist Dillon

must be gone over for minute bits of or other particles that could provide a clue. No one in the Division will deny the value of Dillon and his lab to crime work, but they also point out that the of their work is attention to detail and to do countless hours of leg work. Thomas Cahill, a long-time member of the Division, can instance before becoming Deputy Chief, can instance after instance where a case was won by dint of hard, bone-weary work.

For example, a woman had been killed in the Mission District. Cahill and his men had reason to believe that the suspect was still in the district, and had further reason to believe that he might be found in one of the many small hotels or rooming houses in the area.

They mapped out a plan that included the visiting of every such establishment from a point on Mission beginning at 29th Street, and moving toward the downtown district to a point in front of the old Juvenile Hall on Otis Street. They were armed only with a description of the person and his name. It took three days of walking, up one side of the street and down the other, up at least one or two flights of stairs, to talk to landlords, hotel managers, apartment house owners. It took endless questions, tact, salesmanship to get unwilling people to tell what they knew.

Finally after hours of walking and questions by every member of the Division, Cahill recalls finding a room where a man answering the description of the suspect had been living. Permission was obtained to search the room and in a bureau drawer, between two sheets of newspaper used to line the bottom they found a key. It fitted the front door of the house where the woman had been killed. They were on the right track, for the man had moved out just the day before, and shortly after that they picked up the young man who finally confessed, was convicted and sent to the gas chamber. Not the way it is done in the movies, or with the swiftness of a television show. It took four

days with the detectives working on their own time and far into the night after a day's work downtown or in court testifying on other cases they had handled in the past.

According to Lieutenant Al Nelder, the man who presently heads the Homicide Division, he and his men handle an average of 300 cases annually with some 40 of these being murder cases. And when he and his men are not working on a San Francisco case, Nelder is helping out-of-town law enforcement officials with theirs. A witness or suspect shows up in San Francisco and right on the trail are detectives from the town where the crime was committed.

Nelder recalls a case where a witness in an abortion had fled to the Bay Area from a city in the south. Detectives from that city had little more knowledge about the witness than that it was a woman they were seeking. With the help of our Homicide Division the girl was found, but only through a lot of hard work.

The homicide man is a unique person. He must have a good basic knowledge of police work to begin with, and to this he must add knowledge of the rules of evidence; he must be able to take the stand and testify for days at a time without referring to a note and do it on a case that he worked on as long as three to five months ago. The homicide man must have the physical stamina to go as long as 48 hours or more without sleep, and an understanding family that realizes that the job comes first.

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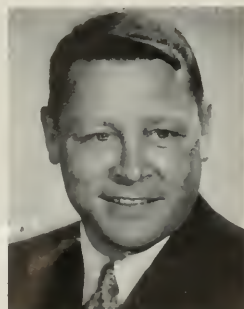
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Resourceful Mother

Lorraine Marchi

by Virgil L. Elliott

THANKS TO THE ingenious and tireless efforts of a San Francisco mother, partly sighted children in San Francisco now getting the same educational advantages as other youngsters. Through Mrs. Gene Marchi they are being provided with "new" to read, study and learn.

Lorraine Marchi is the guiding light behind a new organization that is receiving so much acclaim and growing so rapidly into a nationwide effort that she has to pinch herself to realize what has happened—to her own child and to thousands of visually handicapped children—in a brief span of four years. Her story goes back to when she first en-

rolled her son, Gene Jr., in school. She knew he had faulty vision, but she didn't know how bad it really was. (He has a sight deficiency which afflicts one in every 500 youngsters; he is not blind, but he cannot read normal size type and his condition cannot be corrected by glasses.) The result was Gene Jr. soon began to lag behind his classmates. He couldn't see well enough to keep up.

Many parents would have resigned themselves to a less than normal life for a poorly-sighted child. But Mrs. Marchi wasn't willing to let her son live his life in a shade; she determined that Gene Jr. "deserves the best . . . like the others."



Stacks of large-type books

She learned that Gene Jr., and others like him, could read books printed in large (18 point) type. The problem was, there were only a few such books available, and the cost was very high. In some schools there were teachers who devoted of their spare time to printing lessons in large type for the visually handicapped pupils.

Lorraine Marchi, with the aid of volunteers from the San Francisco branch of the National Council of Jewish Women and the Robert Louis Stevenson PTA, began transcribing standard school texts into large print editions with a borrowed offset press. They worked nights and week-ends. The volunteers helped with proofreading and assembling of pages. Only the binding work was paid for.

As the work expanded, and with the help of more and more volunteers, an organization now known as Aid to Visually Handicapped was formed with Mrs. Marchi as president. The organization is now incorporated and just this spring Lorraine became its executive director. The new AVH president is Dr. Maurice D. Hart, a San Francisco oculist.

Not content with the limited number of books which her volunteers could produce, free of charge, Lorraine led a move in the State Legislature to get funds appropriated for state-financing of large-type texts. Her efforts were successful to the extent that the State is now beginning to provide one basic text for each subject taught in grades one through eight. However, even when the State aid reaches its maximum, it will account for barely 30 per cent of the necessary reading matter in elementary schools, and will not provide at all for texts in secondary (high) schools.

Thus, Aid to Visually Handicapped is left to supplement and augment the State program—left to provide the major share of enlarged type books for public, private and parochial schools, as well as for public libraries and many other special schools and groups serving handicapped children.



Mother and son—Gene Jr. deserves the best

Woman of the Month

AVH is the only organization of its kind in the United States. Labor is performed by volunteers—even the art work—with necessary funds derived through donations, bequests, memorials and memberships. A special fund drive is being conducted during May 12-17, the period having been proclaimed as "Aid to Visually Handicapped Week" by Acting Mayor Harold S. Dobbs.

Lorraine points with understandable pride to the more than 8,500 enlarged texts which her organization has produced free for partially sighted youngsters not only in San Francisco but throughout California and in many other parts of the nation. Word of AVH has spread far and wide. Within the past month, Lorraine has received more than 200 letters from 31 different states, as educators and parents inquire how AVH does its important work of aiding the visually handicapped child.

"The demand for large type books is growing much faster than the supply can be met," she said. "Our volunteers are sending out letters to more than 105,000 San Francisco

Bay Area residents, seeking financial help and more volunteer workers. The story of our work undoubtedly is leading to establishment of similar volunteer efforts throughout the United States, and it is just tremendous how much good such efforts can produce for children who need help."

The Marchi family resides at 173 Jordan Street, San Francisco, where the pages for the large-type books are reproduced on a basement offset press. The pages are then assembled at the recently opened AVH headquarters at 1963 McAllister Street and shipped from there, again with the aid of volunteer workers.

While Lorraine and her husband, a general contractor, are chiefly interested in providing "new eyes" for partially sighted children in this area, they know there are some 75,000 youngsters throughout the nation whose vision is impaired to the extent they can only read and learn if provided with large-type texts.

"A child's sight is priceless," Lorraine firmly believes. "If we can give these children a chance to learn to read—to see to their future—then see how good it makes us feel too!"

For the Record



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Books

The Public How Will It Jump?

by Jane Rawson

YOU AND YOUR LEADERS
By Elmo Roper

Morrow—\$3.95

Mr. Roper states that in a democracy the course of events is shaped by a dynamic mixture of public opinion and the leading personalities of the times which give it expression—and often give it inspiration. This is in itself a challenging statement in an era when the public, whose opinion is so vital to affairs, has really very little opportunity and time to sift the noise and excitement created by those who wish to control that opinion.

Therefore, any book such as this, which tends to bring home to the public the magnitude of their responsibility in a contemporary democracy, and at the same time analyses for them the forces moulding public opinion, is to be welcomed.

The author is a pioneer in the field of public opinion research. The book begins with a study of Roosevelt and the year 1936, continues through Eisenhower and the year 1956, and in addition studies presidential candidates Willkie, Stevenson, Taft and Dewey, and also the generals, Marshall and MacArthur.

During the twenty years covered, Mr. Roper's organization and others have conducted polls of public opinion on these personalities and the decisions and actions they have taken. The book gives an interesting picture of the variations in public opinion, charting the rising and falling in an individual's popularity and vote-getting strength. The reader gains a fascinating picture of each character studied as seen through the public's eyes at differing periods, and it is highly informative to compare the public image at any earlier time with that which, with more knowledge and judgment, you have later found to be the real person. In the cases of Eisenhower and Stevenson, the author himself gives a valuable assessment of the real influence of the person concerned, and compares it with the

assessment by the public recorded through opinion polls.

The public reactions to Truman throughout his career in office, when viewed in the light of later evidence are a particularly rewarding study. The historic fiasco of the prognostications for the Dewey and Truman fight is carefully analyzed. The failure is judged largely due to the fact that the pollsters were unable to realize that the particular personalities in the contest made it a unique election, the principal factor overlooked being Truman's phenomenal capacity to collect votes vigorously in the closing stages of a campaign.

The figures bring home the fact that polls analyse why people do things, such as vote or buy, the way they do, rather than predict what people will do. This would seem to indicate that public opinion polls are more useful as tools of marketing research than in political fields, mainly because merchandise can be trimmed considerably to meet the buyer's ideas, whereas the better the political candidate the less he can be moulded to please the people. All that can be trimmed is the presentation of his candidature, and the study of the Stevenson fights shows this to be a very dangerous field of activity indeed.

The book is authoritative and clear, and leads the unbiased reader to the conclusion that the pollsters' gleanings are much more useful in the offices of McCann-Erickson than on the desk of Give'em-hell Harry.

MADISON AVENUE, U.S.A.
By Martin Mayer

Harper—\$4.95

The Madison Avenue boys are here written up again. This time we have inside reports of the big agencies and fully delineated character sketches of their principal personnel and a welter of directly quoted remarks from the moguls. There is a revealing client-agency discussion, from the final, despairing "Then we'll do it your way because you might as well waste your money with us," of one agency to the more general agency at-



He fooled the pollsters

titude that not an idea should altered.

This guided tour of the average gives you a piquant sense of being shown quite a bit that is off record, but where Vance Packard in "Hidden Persuaders" views motivational research men as possible fifth column in social and likes to be hair-raising about present-day advertising, Mr. Mayer in his look-see takes very seriously the problems involved in presenting to the public commodities which are basic in our economy and which also appear in bewildering abundance. He is therefore concerned that advertising should have high standards of professional efficiency and ethics. Mayer also has a fluid writing style. A real affection glows through the description of the Walter Thomson activities. Mr. Doyle Dave Bernbach almost achieves an aura of winsome likability, which would suggest that Mr. Mayer brings a critical mind to his task, and is very content to let his opinions speak through.

While most readers, no doubt alongside the ghost of the great Dan Chaucer, will fail to make sense out of the statement on the back of the dust-jacket that the book "does for Madison Avenue the Eisenhower Age much as the Canterbury Tales did for Southern England of the late Middle Ages," everyone concerned with promotion and marketing will find this run-down not only highly informative but racy and entertaining, and arrive with agreement at the author's fine last sentence: "With the conception of himself as a professional offering a true creative intelligence, the advertising man can face his critics coolly. He can face his clients coolly. And he can face himself the morning."

S. Customs officials co-operate
closely with San Francisco police

Able Administrator Chester R. MacPhee

A significant role in the local enforcement scene is played by men of the United States Customs Service, who cooperate fully with the San Francisco police in the continual war against the smuggler.

Our men work closely with the Customs Department, even to the extent of exchanging personnel," said Chester R. MacPhee, Collector of Customs for the 28th Collection District which comprises northern California, Nevada and Utah. This search for contraband involves examining of cargo, mail, baggage and persons arriving by ships, planes and vehicles.

Diligent efforts to prevent smuggling, together with the painstaking work of collecting revenues in Customs by means of tariffs throughout the widespread District, call for an unusual combina-

tion of administrative talent and governmental efficiency, qualities fully possessed by MacPhee.

Not only has he stepped up seizures by 30 per cent, but he has boosted Customs' revenues in the district by more than double since assuming his present post as an appointee of President Eisenhower in 1953. Customs collections this past year approximated \$44,000,000, as compared to only \$19,000,000 just five years ago.

MacPhee's job, chiefly administrative in nature, involves directing the work of 340 persons in nine divisions and four related service departments from his headquarters in the five-story U. S. Customs Building at 555 Battery Street, San Francisco. Customs men are stationed at strategic locations such as along the waterfront, at airports and at bonded warehouses

in San Francisco, Oakland, Eureka, Monterey, Stockton, Salt Lake City and Fresno.

His vigor and enthusiasm as a San Francisco realtor and Board of Supervisors member was carried over into Federal service, resulting in noteworthy efficiencies and procedural innovations, many of which have been adopted by the Bureau of Customs in Washington for use in other Collection Districts and winning for MacPhee high commendation from the U. S. Commissioner of Customs.

These have included a revamped program for bettering employee relations, improved management liaison and streamlined operational techniques in many Customs functions. For example, he corrected a situation whereby delinquent duties on vessel repairs, some going back 10 years, were brought



Collector of Customs

to current status. A simple technical change resulted in an \$18,000 annual savings. These and other improvements have been accomplished with almost no increase in personnel and without any appreciable increase in cost.

His friends and associates agree that MacPhee has demonstrated his capabilities as a businessman, civic leader, administrator and law enforcement official. In this latter capacity he has, with the cooperation of San Francisco police, helped to curb the smuggling of dope and other contraband, thus protecting the health and welfare of our citizens.

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FIRST COMMERCIAL JET ARRIVES IN SAN FRANCISCO

Belford Brown (left) and Kenneth Freidkin, President, Pacific Southwest Airlines, greet French pilot.

(See Page 4)

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CITY-COUNTY RECORD

THE MAGAZINE OF GOOD GOVERNMENT

San Francisco and the Bay Area

KENNETH H. ALLEN PUBLISHER
ALAN P. TORY EDITOR

Published at 389 Church Street
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JUNE, 1958

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JUL 3 - 1958
CITY-COUNTY RECORD

BAY WINDOW

JET AGE: Belford Brown, manager of the San Francisco Airport, who contributes our "For the Record" article this month, commands the goodwill of the Bay Area business community, and has played an important role in civic life. A former Vice-President of the First Western Bank, he was President of the Junior Chamber of Commerce in 1945, and has held important chairmanships of C. of C. committees; he has also been President of the United Crusade.

This background fits him happily for the responsible job of heading our airport in a time of expansion when good relations and co-operation between this vital operation and the community are of paramount importance. He has recently returned from a meeting of the Airport Operators' Council at San Juan, Puerto Rico, at which engineers contributed to an enlightening symposium on the future of jet aircraft. Dynamic and forceful Belford Brown is confident that a solution will be found to the noise problem when jet aircraft begin to land regularly—corrective measures he says, will be worked out through practical observations which will supplement the theoretical knowledge derived from drawing board analyses.

HETCH-HECHY: Last week-end we had a look at the largest single project the City has ever undertaken. It is well under way, though no fireworks of dramatization accompany the steady day-to-day labor. Wearing a steel helmet somewhat self-consciously, we picked our way in the company of other press representatives along a tunnel (in itself an 8½ million dollar job) which is being cut through solid granite from both ends by teams working 24 hours a day. This tunnel will connect Cherry Dam with the new Cherry Power House. It is part of an expansion of the Hetch-Hetchy Power Project which is costing \$54 million.

It is expected that the Cherry Power House will go into operation in July 1960, and a second—the Canyon Power House—will be

completed a few years later, with a cumulative result of tripling the present hydro-electric power capacity of Hetch-Hetchy. This is a healthy prospect of which the citizens of San Francisco should sit up and take notice. Too few people are aware of the far-flung operations of our city's water and power system. It would be a good thing to have a color film made to portray the object lesson to the entire State of California which is provided by inter-county co-operation in exploiting the water and power resources of the Tuolumne River.

VISION AND ACTION: Salty-tongued, gravel-voiced Harry Lloyd, after whom Lake Lloyd is named, has inherited the mantle of the late great Michael Maurice O'Shaughnessy who carried through the first stage of the Hetch-Hetchy project. One of the most lively and active-minded executives in City Hall, Harry Lloyd recalls that the initials of San Francisco's famed engineer were seized upon in his day by short-sighted economists to dub him as "More Money O'Shaughnessy."

It was in the mid-twenties that O'Shaughnessy, called in as consultant to an engineering project in Grass Valley on which young Lloyd was working, induced this promising junior engineer to come and see him when the work was completed. So began Lloyd's distinguished career for the City which in early days included summers of surveying in Cherry River Valley on horseback, and from 1950 onwards has shaped the expansion of the Hetch-Hetchy project.

Harry Lloyd speaks with admiration of O'Shaughnessy's great care for detail and marvelous memory, which could be disconcerting when after a lapse of three months he challenged a junior on some small departure from a statement. "It was he," says the present chief engineer, "who tied the loose ends together and fought to do the thing people had been talking about — which involved building 65 miles of railroad."

Congratulations on the increasing attractiveness of your lay-out. Since you came out with our new cover design in the October 1957 issue, I have watched with interest the introduction of fresh features such as your excellent monthly cartoon, and a gradual modernizing of your make-up which contributes to easier reading.

Good success to you in giving the Record new look.

CESAR VELASCO,
1314 Shafter Street,
San Francisco

So far as I am concerned, the statue of Benjamin Franklin can be taken away from Washington Square and no one will be any the worse.

I am surprised at your sentimentality in the Bay Window paragraph of May, in which you join the advocates of keeping him where he is.

Send him back to Philadelphia, I say. Why would we bother about notables from other lands, when we have so many great men of our own?

WILLIAM SPARKE,
47 De Wolf Street,
San Francisco

(Editor—George Washington came from Virginia.)

You tell an inspiring story about Eric Livingston. Those of us who were born in San Francisco tend to take for granted the advantages we enjoy.

It gives us a healthy jolt to read about a brave man who was the victim of persecution, and came to our city where he built up a new life. It helps us to value our freedoms more, and to look around our city and see its beauties with fresh eyes.

To have men like Eric Livingston in our midst is good for San Francisco. They bring new red blood into our life, and save us from getting complacent.

LAURA BECHTEL,
3111 Jackson Street,
San Francisco

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Expansion Plans For Jet Age of Tomorrow

by Belford Brown

Manager, Airport Department
S. F. Public Utilities Commission



Blueprint for a new era

MUCH has already been written about the history and background of San Francisco International Airport. However, no article touching on the subject would be complete without at least a broad brushstroke covering early aviation in this area.

It could start in 1883 when a University of Santa Clara professor, John Joseph Montgomery, made the first successful glider flight in the United States. It could start with the aerial acrobatics of Lincoln Beachy at the Panama Pacific Exposition at San Francisco in 1915.

It could start with the City Charter amendment passed November 2, 1926 which, in effect, created what was to become San Francisco International Airport, by authorizing the purchase of land for the development of a municipally owned aviation facility outside the city limits. On March 17, 1927, the Board of Supervisors approved a lease of 150 acres of Mills Estate property. The first runway was dedicated May 7, 1927, exactly two weeks before Charles Lindbergh was to make the first nonstop flight from New York to Paris.

The history of the Airport's early years records a struggle for survival since there was little money to devote to such a new industry. One bond issue after another was rejected by the voters until June 8, 1932 when the San Francisco Public Utilities Commission became responsible for airport affairs, and new business was attracted to the newly born facility. The first bond issue to be approved was in 1933.

World War II placed renewed emphasis on this mode of transportation and brought its many technical advances into sharp focus. In 1945 a \$20,000,000 airport bond issue was approved by the citizens of San Francisco. Over \$7,000,000 of these funds were earmarked for the reclaiming of tidelands, and

the relocating of the old Bayshore Highway.

Before the program could be completed, inflation, coupled with higher airport design standards, consumed the available money. In 1949 the voters approved an additional \$10,000,000 to bring the airport up to the standards of the fast growing air industry. The present terminal facilities and flying field improvements were developed with these bond funds, and the existing main terminal building was dedicated September 1, 1954.

As the airport was improved, and as it kept pace with industry expansion, new air carriers, many carrying foreign flags, were certified into San Francisco; and in November, 1956, with an awareness of the impending Jet Age and confident of retaining a leading position among major airports, San Francisco voted another \$25,000,000 to improve and expand San Francisco International Airport. With the passage of the 1956 bond issue, the City's total capital investment at San Francisco International Airport will soon amount to \$55,000,000.

Today San Francisco International Airport ranks fifth in the nation in number of passengers served annually. With a daily average of 11,000, some four million passengers used the terminal facilities in 1957. This represents an increase of more than thirteen per cent over the preceding year—and approximately half a million more passengers than in 1956!

As a further example of the tremendous scope of the aviation industry, it is interesting to note that over seventy-eight million gallons of aviation fuel are currently being pumped annually through the airport's underground pipelines and delivered by truck.

These are but a few of the many facts pointing to the growth of this young industry.

The city must continue to take positive action to provide airport facilities to insure

that predominance of airline schedules and service is maintained at San Francisco International Airport.

Thanks to several recent surveys, we have many vital facts to take into consideration when planning future expansions. Foremost in our thinking is the tremendous growth of passenger traffic. The dramatic traffic figures referred to above point up many factors, one of the most important being that although our beautiful terminal building was dedicated less than four years ago, it is already too small to handle the present traffic load.

Fortunately, this amazing growth has not caught San Francisco off guard. The \$25,000,000 authorized by the 1956 bond issue, plus additional funds allocated by the Civil Aeronautics Administration, is earmarked exclusively for airport expansion.

The proper use of this money presents many problems. Commercial aviation is growing at such a rapid rate that the very nature of planning becomes subject to what amounts to continual changes. However, San Francisco is keeping pace with the industry and staying a jump ahead. This is mentioned only because an often asked question is, "When will the expansion program commence?" It has started!

While much planning preceded the actual placing of the bond issue on the ballot of 1956, extensive consideration had to be given the entire program following its passage. There is no question but that such additional survey activity is time-consuming and very involved. As a result of the planning and preliminary investigation made, a complete study containing suggested expanded terminal facilities, traffic projections, and estimates of future flying field requirements is now available. It is interesting to look at some of these predictions.



Throng of departing passengers checking in before boarding airplanes

As of this writing, there are approximately thirty parking positions for large commercial aircraft immediately around the central terminal area. By this time next year another concourse will have been added, providing nine additional parking spaces capable of handling the large jet liners expected later this year. By 1970 a minimum of fifty-six parking spaces will be necessary.

Breaking this down in terms of passengers, these fifty-six aircraft (assuming all spaces were filled at one time) represent approximately 1,920 passengers! Bearing in mind the fact that the airport is now processing about twelve thousand passengers per day, by 1970—just twelve years from now—the terminal will be required to take care of some 34,000 passengers every day! It is expected that a total of over ten million people will be using the terminal each year, or almost triple the present volume!

San Francisco's share of the U. S. domestic passenger volume has steadily increased from 2.9 per cent in 1953 to about 3.5 per cent in 1957. Usually, major hubs will enplane a constant percentage of the domestic volume over the years; however, the rapid growth of San Francisco International Airport traffic volume indicates that its share of the total domestic volume will increase to about 4 per cent.

What about the airplanes themselves? Beginning late this year or early in 1959, San Francisco will have pure jet aircraft service. It is expected that this initial service will consist of nonstop flights to and from New York, followed by trans-Pacific service. Jet aircraft will carry from 100 to 162 passengers, depending on the type of service and seating configuration.

These airplanes will fly at altitudes above 30,000 feet, and cover the distance from San Francisco to New York or Honolulu in about four hours—half the present flying time. These are not dream craft of the future. They are being flown today and will be here at San

Francisco International Airport before another year passed.

Jet planes present new problems to the airlines and to the airports. They are heavier than present flying transports, they burn entirely different types of fuel, and require greater areas in which to maneuver both in the air and on the ground. All these factors had to be taken into consideration in planning the expansion of existing facilities. A good portion of this exploration has been accomplished, but as new models are developing, new problems will arise. Each in turn must be carefully studied and analyzed, requiring many conferences between airport management and representatives of the airlines involved.

If you have visited the airport recently you may have noticed new buildings being constructed. These are new hangars and offices being built on airport property by the airlines serving San Francisco, and represent but one of many sources of revenue derived from leases which help to support this city-owned airport.

Runways are being lengthened in order to accommodate the new sky liners expected to start serving this area within the next few months. At San Francisco International Airport almost all runway extension involves filling in bay waters, the cost of which must be borne by the city, and is an expensive process. Funds from the 1956 bond issue are being used, along with Federal Airport Aid.

These are only two of the growth symptoms which currently can be observed. Many other changes will soon be in evidence. New concourses and piers are to be built, and contracts for some of the work have already been signed. A luxury hotel will soon be constructed on airport property, and considerable modification of the terminal building will shortly get under way.

In due time two "satellite" terminals will be constructed on either side of the present

building—one for domestic traffic, the other for international passenger service and processing. Cargo facilities will be enlarged, and eventually expanded further, perhaps at a new location adjacent to the flying field.

It is not necessary to mention that all such progress represents large expenditures of money, some by private industry, some by the Airport Department. However, every new addition to the "master plan" of San Francisco International Airport represents more dollars to the over-all economy of San Francisco. Our airport at this date is the place of full-time employment for over 12,000 people, representing over \$65,000,000 in payroll checks per year—the largest single concentration of industry in the Bay Area!

Included in the expansion plans are many items that might appear of a minor nature when viewed from the vantage point of complete development, but will be of great individual importance. For example, it has become quite obvious that the terminal building would function more efficiently if a two-way escalator were installed connecting the ground floor baggage-claiming area and the main ticket lobby level. This addition will be made in the very near future.

There is need too for a fast self-claiming baggage system, and plans are currently being developed. Doors that open automatically when approached from either side would certainly aid passengers carrying hand baggage. This is being accomplished. New ticket counter space is a most obvious and urgent need, and new areas for this purpose will soon be available. Parking areas for automobiles must be greatly enlarged, perhaps requiring multi-level garage facilities.

Before long, the downtown airline bus terminal will be in operation. With that new terminal comes the problem of handling pre-checked baggage. It will arrive at the airport aboard the same buses bringing passengers from the city, and methods are being explored to have baggage removed from the buses and delivered to aircraft without interfering with

Off the Record



"This is Pierre. He will do all the trimming!"

the flow of passenger traffic through the terminal.

All of these items appear to be relatively minor in themselves but would immediately assume major proportions if overlooked. These projects are now in the hands of engineers and will be a part of the terminal in the very near future.

Innovations that will soon be evident include such items as telescoping boarding ramps, which will permit passengers to board aircraft from the second level of concourses and walk, under cover, directly into waiting planes; such novel concepts as moving side-walks connecting one terminal area with another; and additions to our master plan such as "in flight" commissary kitchens where food will be prepared for service enroute from San Francisco.

In the operation of any airport the most vital link in the chain is its air service. At San Francisco, air service is one of our strongest "links." We are now served by eleven scheduled airlines offering direct service to almost every city in the nation, plus international service direct to Europe, Central America, the Pacific, and Canada. We have many flights terminating or originating at this airport that were undreamed of a few years ago.

Two carriers now offer regular, often non-stop, Polar route service from here to London, Paris and Rome. One carrier frequently has two aircraft on the ground at San Francisco, each having left Australia at the same

time but each traveling in a different direction completely around the world! Another airline offering regular service to London via New York recently started using turbo-prop aircraft on its route.

It is felt that San Francisco deserves additional nonstop air service between here and

New York, and warrants direct service to several other American cities presently reached only by change of planes. There are many such issues continually under discussion.

The Airport Department, with the cooperation of other departments of city government and civic organizations, is constantly



Existing terminal facilities at San Francisco International Airport showing twenty airliners at boarding positions. New concourses will soon be added to area in foreground. Partially completed pier in background will be extended to full size. Building upper left is dedicated to cargo and mail. Painted circle, center foreground, denotes helicopter landing.

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lert to these situations as they develop, and strives continually to move toward an expanded diversification of air services, not only from airlines now operating from here, but from carriers that have indicated an interest in operating out of San Francisco. Each issue must be weighed on the basis of demand for service, its effect on competition, and the overall economy of the Bay Area.

While San Francisco is a major international airport, route applications pending or contemplated could bring additional international carriers to San Francisco International Airport. Scandinavian Airlines System may inaugurate service in the future; Air India, Philippine Air Lines, Lufthansa, and Air France may be certified for West Coast service. There is a possibility that San Francisco and Los Angeles will be designated as co-terminals for these carriers; however, local efforts are being concentrated on choosing San Francisco as the West Coast terminal.

Those of us associated with airport operation are always aware of responsibilities as neighbors. An airport can, if its operation is not controlled, become a nuisance to adjacent communities. Aircraft are noisy—there can be no argument in this regard. But this noise can and is being kept to a minimum. Many techniques are employed to accomplish this. To date a great deal of progress has been made.

However, we are now on the threshold of a new sound, the sound of the "jet age." We are convinced that if this new sound causes any concern it will be because of its "newness." Aircraft manufacturers have been successful in quieting the noise of the new jets

to the point that they now compare with existing airplanes. This effort on the part of the airplane makers cost many millions of dollars and was accomplished only after prolonged periods of research.

In spite of many advances made through use of muffling and silencing devices, San Francisco International Airport has instituted a policy of keeping as much flying over water as possible, thereby avoiding populated areas.

It must be remembered that these new airplanes will climb faster and fly faster than any presently in operation. What little nuisance develops as the result of this new power will be of such short duration that very little inconvenience will result. It is sincerely believed that the sound of the commercial "jet age" will be less annoying to airport neighbors than the noise of present day conventional aircraft.

It must be realized that the transition period during which propeller type planes are being replaced by jet planes will be long. We should not expect to come to the airport next year and see only jets parked around the field side of the terminal building. The propeller aircraft will be with us for several years, will, in fact, outnumber jets for at least the next five years.

In looking over the past and present history of San Francisco International Airport many things become immediately apparent, the first being that aviation is still in its infancy. There are few men willing to predict what the future will produce beyond the next decade, or in fact, within the next decade, in the way of high speed transportation.

San Francisco has been fortunate in the

past in that her civic leaders had the foresight to envision the great growth of this young industry. As a result of this willingness to pioneer in a new enterprise, San Francisco has remained at the forefront of commercial aviation, and if present indications prove true, San Francisco will not only maintain its present rank as a major hub of international air transportation, but continue to progress until all objectives are achieved.

Meet the Press



Editor Alon Tory interviews a public personage

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The World and Aims of Ruth Church Gupta

by Mollie Dee Morris

IT WOULD be difficult, if not impossible, to wander down Chestnut Street through Marina without coming across at least one bright orange and blue poster proclaiming Ruth Church Gupta for Twenty-first District Assemblyman. After meeting a sufficient amount of the pungent proclamations, the question arises; just who is Ruth Church Gupta?

The offices of Gupta and Gupta, Attorneys at Law, are located on the upper story of a remodeled flat in the heart of the Marina. On either side of the old window that separates the offices of Ruth and Kamini Gupta hangs a multi-colored India print. In the first office Kamini, resplendent in a handsome checked vest which contrasts with his conservative business suit, smiles and motions you on into the back office where the Twenty-first district's only woman candidate for the Assembly is casually going through a formidable stack of papers.

Looking unusually relaxed for a woman who has just not only won her own party's nomination for the office, but come in a

strong third on the Republican ticket also, Ruth admits she and Kamini have just returned from a brief vacation in the Sierras where they blissfully enjoyed doing "nothing at all."

The retreat to the mountain country for a few days' relaxation is natural and perhaps almost second nature for this third-generation Californian whose pioneer stock dates back to the Gold Rush days.

She was raised in Yuba City. Her father served with the Forest Service which afforded her many vacation days spent roaming the Northern California countryside with her energetic parent. However, curiosity about the world of business, and a basic interest in furthering human understanding as a professional woman drew the young Ruth away from her rural upbringing to spend four years at Mills College where she majored in both business and economics. Working her way through Mills, Ruth waited tables in the college dining hall, an experience which, though trying at first, soon became the balancing human factor to offset her heavy study

schedule.

Ruth never considered law as the ultimate outcome of her early ambitions. After graduation, she began working for W. P. Fuller & Co., and became active in Democratic party volunteer work. It was during this time that she met Kamini, a young student with an active interest in the legal world. They were married in 1939. During the World War II years, when Kamini was overseas, Ruth's interest became her ambition, and she enrolled in Hastings Law School. After her husband returned home they completed Hastings together. They opened the Marina office in 1949.

"Going to school and studying together was a wonderful experience," Ruth related, "and one, I think, that has formed the basis for our working together easily."

Unlike many husbands who prefer if not to keep the wife at home, at least to have her working in a different field or location, Kamini encourages Ruth's interests. The two work harmoniously, wandering in and out of each other's offices upon occasion, with

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phazises a close bond of understanding.

Ruth got up and opened the back door of her office to reveal a delicate Japanese garden tuated like an oasis among the blank wooden ructures that form the back buildings of the ell-populated neighborhood.

"If things ever get too crowded," she explained, "we always have this." Thanks to e downstairs florist, the garden is kept immaculately.

Kamini and Ruth are beginning to feel the eed to expand their busy quarters more and more strongly, but cannot face leaving their riginal home.

Voluminous bookshelves cover almost all e available wall space, with stacks here and here on filing cabinets, among which is a hall pocket book collection ranging from ogo to Perry Mason. This latter Ruth likes o enjoy as a release from her own busy ossession, for the hero wins case after case with e greatest of fictional ease.

Her interest in politics has become more cute during the past four years, while she erved as legislative advocate for the Busi-ess and Professional Women's Clubs. Dur- ing the sessions she has observed in Sacra-mento of the legislative process, Ruth soon greed with California's only two assembly-omen, Pauline Davis of Portola, and Dor- thy Donohoe of Bakersfield, that women eed more representation in the legislature. n contrast with the state's large population f working and professional women, two

representatives seem remarkably inadequate when some States have as many as forty-five or fifty female lawmakers.

However, the dynamic yet gentle attorney is not leading any bandwagon for female rights. This doesn't even enter into her personal philosophy, which admits simply that the "battle of the sexes ended years ago when women got the right to vote." She feels that her responsibility is to human beings, men or women.

This might perhaps form the basic attitude of each of the Guptas. Both are active in civic affairs, especially in the Marina area where Kamini has done an outstanding job as head of the Marina Merchants' Association. Ruth, herself, has held a variety of positions of civic responsibility including past president of the woman attorneys' association, Queen's Bench, a post which she describes as a healthy challenge: "If there was ever an organization of all chiefs and no Indians, that's it!"

However, it is evident in observing their modest quarters which they loyally maintain, and in noticing the Benny Goodman album piled among sheaves of papers, and the Ming tree situated among a stack of law books, that success in the art of living is more important to the gracious and interesting couple than is the acquiring of material prizes. It sometimes happens in politics, however, that victories come to those whose eye is on service and whose first preoccupation is integrity.

The 330 clubs constituting the B.P.W. who are sponsoring Ruth Gupta, and the more than 10,000 citizens who voted for her in the primary, now have their eye hopefully on November.

After three years spent observing the legislature, Ruth says that she now feels ready to become a representative taking part in debates and committees, if the will of the people in the 21st district sends her to Sacramento.



Admiral William Holsey looks on with interest as Dan London, Commodore of the Great Golden Fleet, shows him the sights of the Bay during a recent cruise aboard the "Adventureus."—Courtesy S. F. Chamber of Commerce.

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New Era in World Affairs

by Jane Rawson

Foreign Policy: The Next Phase.

Thomas K. Finletter
Harper—\$3.50

Thomas K. Finletter, a former Secretary of the Air Force, amplifies in book form the Elihu Root lectures given by him at the Council in Foreign Relations in New York City at the end of 1957.

Mr. Finletter sees the launching of the Russian satellites in the fall of 1957 as the beginning of a new era of post-World War II history in which the struggle with communism enters a more difficult and dangerous phase. In this book, the writer looks back over the foreign policy of the United States in the period from the end of World War II, and delineates the modifications he considers necessary as we face the next few years.

The author looks out from the present day situation and tries to plan for a more distant future than most present-day policy makers. He makes a plea for a long-range

foreign policy based on sound principle, and aimed at outlawing war, in contrast to the day-to-day expedencies which have proved incapable of grappling constructively with such problems as the Suez crisis and recent flare-ups in the Middle East.

Mr. Finletter sees US air-atomic strength and correlated modern military and naval measures absolutely essential for security, together with similar strength developed by our Western allies. He is also firmly convinced of the necessity for developing firm alliances, both with Western nations and, after fostering greater understanding, with Asian countries.

In the field of international relations there are aspects which need to be explored alongside these views. There are fortunately things being worked out in the audiences of Van Cliburn and the Moiseyev dancers on a "people to people" level, which promise to reinforce efforts of diplomats.

YONDER ONE WORLD

A Study of Asia and the West.
By Frank Moraes

Macmillan—\$3.75

Mr. Moraes is an alert, intelligent Indian journalist, educated in part in Europe, who has travelled widely over all five continents of the world.

He examines national traits with tolerance, perspicuity and humor, and reports to us in a way that is stimulating, frank and informative. As Mr. Moraes is concerned to build bridges of understanding between the people of the East and the West, he introduces his views on present-day problems with relevant historical facts of



Recently Mayor Christopher's wife christened Japan Air Lines' "City of San Francisco"—a symbolic act which emphasized new ties between East and West.

great help to those readers whose knowledge, for example, of Asian history is sketchy.

Mr. Moraes skillfully preserves a remarkable objectivity, extending this not only to his own country of India, but, what is more striking still, to recently severed Pakistan.

Chapter 12 on "The Free World" is introduced by the sentence: "On the United States depend largely the answers to two vital questions: Will peace be preserved? Will liberty survive?" Mr. Moraes' compassionate look at mankind leads us to believe that basically the concept of one world is eminently workable, and that battling with intelligence and vigor to solve problems of segregation within our own family, of differing views on colonialism within our own race, and different philosophies within world society, this nation can look forward to survival, and embark with optimism on journeys to outer space, meeting 'one-horned, one-eyed, flying purple-people-eaters' or answering questions about the Bank of America.

WORLD POLITICS

By A. F. K. Organski

Knopf—\$7.50

This book is a detailed and scholarly account of international relations, written in readable English. It is an excellent reference book for any member of the general public who wishes to become better informed about world affairs. Dr. Organski investigates nationalism and power.

He presents a careful criticism of the balance of power theory, emphasizing that a balance of power does not ensure peace. Collective security is examined criti-

cally, and shown in his view to be unworkable in practice as a final preventive of war.

Dr. Organski boldly faces the question: "Will there be a third world war?" As he sees world affairs, developing industrialization and economic security bring stability and satisfaction to a country. He cautiously hopes that through international organizations, we can build, if not a useful collective security against an aggressor, at least a body of sound international understanding, which will make aggression less likely.

He foresees varied rates of industrial progress in the great nations of Russia, India and China, which could ensure nations growing in strength through a period of peace into an era where the spoils of war would have no value, and war would therefore be eschewed.

These three books can be recommended collectively, as stimulating intelligent thought and encouraging alert attitudes in the field of world affairs. Mr. Finletter, with his plea for facing the problem squarely, Mr. Moraes with his fists ever raised against communism and Dr. Organski, with his scholarly appraisal, give an extensive view both of the problems in the present world situation and the principles by which they could be solved.

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Facts About Our Airport

OWNERSHIP: San Francisco International Airport is municipally owned by the City and County of San Francisco and operated under the jurisdiction of the Public Utilities Commission.

HISTORY: The City and County of San Francisco dedicated the Airport in March of 1927. The present Terminal Building and related area were opened in August of 1954. This Airport currently ranks fifth in the nation in number of passengers served annually (4,000,000 passengers in 1958 - nearly 12,000 per day in 1957).

LOCATION: The Airport is situated on the San Francisco Peninsula, in San Mateo County, on the Bayshore Freeway, 14 miles (20 minutes) from downtown San Francisco. This Airport is nearer Honolulu than any other major airport in continental United States.

WEATHER: With present navigational aids, the record shows that at least 98.5 per cent of all scheduled arrivals and departures are completed.

AREA: 3,685 acres. Present land area is 2,203 acres, or more than double the area of Golden Gate Park. This acreage is to be increased by the purchase of additional area earmarked for expansion purposes in the immediate future.

AIR SERVICE: Scheduled airlines operating from this airport offer service to all major cities in the United States, Hawaii, Australia and Japan. Non-stop service to Europe via the polar route was recently started by two American carriers, while two foreign carriers provide through plane service to Europe via New York. Regular services operate to Mexico City, Central and South America.



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How a Young Man Came West and Bought a Plot of Earth

JOHN RICKEY is a nimble-witted, engaging man with a restless pride in creating. Small of stature and eagle-eyed, he presides over a northern California empire which includes Rickey's Studio Inn on El Camino Real three miles south of Stanford University in Palo Alto, the Red Chimney Restaurant in Stonestown, another restaurant in San Francisco called the Rendezvous Room in the Southern Pacific terminal at Third and Townsend Streets, and the Rancho Rafael at Ignacio in Marin County.

Newest addition to the Studio Inn with its extensive ranch style accommodations is a de luxe hotel called the Lake Tower Suites which rises above a lagoon. It is a concrete fireproof building with a redwood front, six stories high. As you ascend in the all-glass outside

Otis elevator, which has the longest shaft ever made on the West Coast, you get a wide view over fifteen acres of land to the cedar shake roofing of rows of bungalows, all within easy access of a swimming pool, a croquet lawn and putting green, a lake with black and white swans gliding on its surface, and a Spanish garden.

This domain which also includes one conference hall seating 250, and two others seating 125, has grown from the original Studio Inn which John Rickey acquired in 1944. As the years have gone by, this indefatigable planner and traveller has added wood carvings and oil paintings to adorn his restaurant, Italian marble and bronze statuary to the grounds, which now boast an incense burner from the Emperor of China, and a penguin with two baby penguins sculpted



Lake Tower Suites, with swimming pool in foreground

in granite by Benjamin Bufano, and for illumination at night, old gas lamps from New Orleans with mantles perpetually burning.

The Tower Suites contain an exquisite Chinese room, and a bridal suite with Spanish tiles and an Austrian stove and a bathroom with gold taps and fittings. In this building may be found lamps from Munich, wrought iron from Vienna, and Indian hope chests, while the lagoon below is lit by lanterns from Tokyo. German-born John Rickey, now a naturalized American and a citizen of the world, injects an international outlook into the subconscious of guests who are fortunate enough to live under his roof!

The human story behind this achievement is an inspiring recital of obstacles overcome and single-minded purpose. Forty-three years ago at the age of 15, John Rickey boarded the "George Washington" in Bremen, Germany, for America. His father gave him ten dollars and once more repeated an admonishment upon which the whole family had been brought up: "Stick to the earth, and it will always take care of you."

Young John first got a job in New Jersey delivering milk, and later worked in a delicatessen. After six years he had enough money saved to open a delicatessen for himself in Jersey City. This he sold for a bigger store for which he found a buyer six years later who paid him \$60,000. He invested this money in the stock market and lost it all in the crash of 1929.

Then came nine lean years of taking any job he could find, from bus boy to hardware salesman.

With \$3,000 saved, he drove West and got a job running the commissary of a logging camp, from which he journeyed to San Francisco once a month for a night's sleep in a comfortable bed in the Palace Hotel—then back to the rigors of a climate often 20 degrees below zero. Similar work in other camps followed, until the crucial moment when with \$35,000 in the bank he bought the vacant Miller Restaurant on El Camino Real with 3½ acres of land in 1944.

John Rickey's office at the Studio Inn is a warm and intimate place where he sometimes relaxes and confides to his friends how he has savored the adventure of life in America. Sophisticated and worldly wise, yet very human, he looks back upon tough moments in the past with humor, and still dreams dreams.

Framed on the wall is the Gettysburg address in Lincoln's own script, and near it a picture of Camp Bunyan in 1939 showing Rickey in workman's garb with a tin box. Other pictures are a portrait of Lincoln by President Eisenhower, and a snap of Rickey on horseback—one of his present favorite forms of exercise.

That bit of advice which his father gave him about sticking to the earth has paid off since 1944. The land he owns now is worth about a million dollars. The experience through which he has gone to get it has made the Rickey of today a mellowed human being who remains an adventurer and still finds his deepest satisfaction in translating a dream and idea into concrete fact.



John Rickey plays host to members of Ice Follies

PEOPLE AND PROGRESS

GOLDEN FLEET

The San Francisco Chamber of Commerce has been awarded a special commendation for its seven-year sponsorship of the Chamber's Great Golden Fleet, San Francisco's nautical ambassador of goodwill.

Captains of the fleet and their staff are: Harry Barusch, "Mary"; Leland S. Connick, "Bounty"; Vernon Dallman, "Sea Angel"; James W. Elliott, "Eagle"; William J. Gray, "Grayling"; Jerry Cooper, "Lang Syne"; John Klopfer, "Chulita"; Paul Koss, "Penny"; Charles A. Langlais, "Adios"; Louis L. Levy, "Dorsal"; Gertrude Mincher, "Gateway"; Leavitt J. Jolly, "Jolly Roger"; Les Vogel, "Elizabeth Sueann"; Dr. Stuart C. Way, "Pattie Stuart"; W. E. Disberger, "Julie Ann"; Edward Se, Jr., "Finanee" and Douglas M. "Contessa."

On the first annual press day of the Golden Fleet, the Record was presented by Editor Alan Tory and his wife as guests on Commodore Dan London's "Adventure." The San Francisco Chamber of Commerce extends through the Golden Fleet a multiplicity of services in welcoming visitors to the port, and being on hand for important occasions.

The captains — in addition to Commodore Dan London — who acted as hosts for a three-hour cruise, were Captain Douglas Dorn "Contessa"; Captain Bill Gray "Grayling"; and Captain Jerry Cooper "Lang Syne".

It was an afternoon of idyllic sunshine, conviviality, and deepened delight by everybody in the

charms of our harbor. Such an introduction to San Francisco can build goodwill and generate an enduring happy memory, as we can testify, having been on hand when a body of Australian business men were given the hospitality of the S. F. Chamber's Golden Fleet.

The captains who give their time, and share with others the joys of ship-board are doing a public relations job of rare value to our city.

BOOKMEN MEET

The 77th Annual Conference of the American Library Association will be held in San Francisco July 13 to 19 with more than 3,500 librarians and library trustees participating. The conference theme is "International Responsibilities of the ALA."

Luther Evans, Director General of UNESCO, will address the First General Session on Monday (July 14) evening; Dr. O. Meredith Wilson, President, University of Oregon, will discuss "Libraries in Education" at the Second General Session, Wednesday (July 16) evening; and Quincy Howe, news analyst and historian will be the speaker at the Third General Session on Thursday (July 17) evening when the \$15,000 ALA Library and Justice Book Awards will be announced and presented.

The General Sessions, Council Meetings and many unit gatherings will be held in the San Francisco Auditorium where the ALA offices and the Conference Contact Placement Clearing House will also be located. More than 200 exhibits of publishers, and suppliers

of services and equipment will fill the Plaza Exhibit Hall of the Auditorium.

From a membership of 103 in 1876, the Association has grown to approximately 20,000 members in the United States and possessions, Canada, and more than 50 foreign countries. Members also include library trustees, friends of libraries, publishers, business men and editors, as well as librarians. The ALA has become the chief spokesman of the modern library movement in North America and exerts considerable influence on libraries abroad.

GREAT MUSEUM DIRECTOR

Dr. Grace L. McCann Morley and the Trustees of the San Francisco Museum of Art have jointly announced Dr. Morley's resignation as Director of the Museum, effective December 31, 1960. This date coincides with the 25th anniversary of her service to the Museum as its Director. Dr. Morley helped organize the Museum in 1935 and has served as its Director during its entire existence. Under her guidance, the Museum has achieved international recognition as one of the outstanding institutions in its field, and has played a prominent part in the artistic life of San Francisco.

During her career as Director of the Museum, Dr. Morley has carried on a great many outside activities. She has lectured, organized exhibitions, and traveled abroad on cultural missions, including her recent trip for the United States State Department to Asia and Africa.

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Memo for Leisure

"Visit to a Small Planet" by *re Vidal* at the Geary Theatre one of the best plays which has come to San Francisco in months. It tells the story of a delinquent from another planet who comes to earth, and is on the point of using his powers to stir up a war when he is summarily recalled to superior civilization by a stern II sergeant type.

The visiting superhero who finds his ways juvenile is played with sparkle and finesse by Cyril Ritchard, and a stupid American general John Alexander who extracts serious fun from bureaucratic barrabbassments.

The cast, directed by Ritchard, excellent. The play never lags. The best passage is a scathing assault by Kreton the visitor from outer space on corny sentimentalisms to which the younger generation proves immune.

The action is interspersed by many cacophonies which accompany the landings of sputniks, and processes of mind-reading by which the visitor is able to know what every human is thinking. Its satirical, satiric play is a list which should not be missed.

"Les Ballets de Paris" opens for series of eight performances at the Curran on July 7. Starring Annmaire and Roland Petit, the large troupe will present two new ballets, "Counter Point" and "La me dans la Lune," as well as the recreation of "Carmen," an exciting version in dance of the set opera which drew applause in London and New York critics.

A treat to come in September is a visit from the London Old Vic company who will play "Hamlet," "Henry V," and "Twelfth Night."

We caught the first show of Harvard mathematician Tom Lehrer the other night at the Hungry for town's egghead night spot. Every possible bit of space in Enrico Banducci's ample cellar was crowded with keyed-up people who responded with almost ritualistic fervor to the dynamic singing of the Kingston Trio, and to Lehrer's long, sardonic exposes of commercialized Christmas carols, hypnotic folk songs, and spring-time nauticism. We liked best his witty description of the time he spent in the Army.

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Mayor Christopher bids farewell to some of the 29 California mayors and civic leaders, who set out from San Francisco on a 34-day journey through ten countries of Western Europe. From left: Noel Coleman, Courtney Short, Mayor E. D. Kremer and Captain Hugh Birch. (See Page 3)

A RECORD FLIGHT OF GOODWILL

JULY - AUGUST, 1958



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VOLUME 25 NUMBER 7
JULY - AUGUST, 1958

BAY WINDOW

AUG. 1 - 1958
(DEPARTMENT)

THE RECORD has reason for pride and satisfaction in the successful launching of the California Mayors' tour to Europe. Mayor Christopher gave his blessing to the precedent-making pilgrimage of mayors at the airport, where a brief farewell ceremony was presided over in the Ambassador Room by Editor Alan Tory.

The mayors were met by a member of Parliament at Croydon Airport in England, after a smooth and pleasant flight by Qantas, and were given a cocktail party in the House of Commons. They were shown historic Westminster Hall, and the famed debating chamber in which Sir Winston Churchill made his great wartime speeches. All along the road of their fascinating journey they have received special courtesies—a garden party hosted by the mayor of Amsterdam, and a reception in his own home by the mayor of Brussels.

Captain Hugh Birch, Qantas executive who accompanied the party to New York, reports back that our mayors set forth with the most serious purpose of doing a job as American representatives in Europe at a crucial time. We believe that this enterprise, conceived and endorsed by the Record, and ably planned by Elton Asher, will make a valued contribution to international understanding.

ONE OF THE best entertainments offered in San Francisco is a twenty minutes' ride on the elephant train at the Fleishback Zoo. It costs thirty cents (.15 for children), and is a drama-packed adventure. Lou Bono, a bronzed young man wearing a pith helmet who might have come from an African safari was our guide (he is a student of S. F. State).

He maneuvered the snake-like procession of trucks expertly, and at the same time talked

into a microphone, advising us of intimate family details, such as that the veteran lioness Henrietta has given birth to upwards of 35 cubs, and four of her sons—Eeny, Meany, Mincey, and Mo—are in the next grotto to mother.

In contrast to the lithe lioness and other "cats" who miss out meals one day in seven, we learned that Puddles the hippopotamus who through life has rejected asceticism eats every day, weighed only sixty pounds at birth, and now tips the scales at 2½ tons—a somber thought which warns humans of the wisdom of controlling appetite. The coyotes set up a full-throated howl for our benefit, and Bimbo the 23-year-old chimpanzee performed his celebrated spit. The elephant train was proposed by a private citizen—realtor James Kenny. Zoo Director Carey Baldwin liked the idea, and the project came into being on June 18, 1957.

IT IS A FAR CRY from the early days of rival volunteer fire companies to our present stream-lined Fire Department with its familiar ear-splitting alarm and its swift co-ordinated service. Our "For the Record" article this month by Maurice Hamilton recalls the names of Geary, Green, Brannan, Turk and others who took part in the special meeting in 1849 which resulted in a citizens' rally in Portsmouth Square when it was resolved to organize fire companies after a terrible Christmas Eve fire.

The growth of our Fire Department from this beginning to 52 fire stations is an inspiring story, which includes a vital contribution by city engineers in building a separate system of water mains independent of our regular water supply.

I hope someone with the power will act upon your suggestion in a June Bay Window graph that a color film should be made of the Hech-Hechy project. Few people are really aware of the far-sighted planning which has secured our city's water and power stem.

A film could do for a large number of people what at present is done by the well-organized trips which open the eyes of members of the Grand Jury and others to a far-seeing operation whose latest expansion involves \$54 million. This sum is a real investment. Our school children and groups in adult schools would benefit in knowledge of what is being done for the welfare of our city by seeing this story in vivid pictorial form.

PAUL KELLY
823 - 14th Street
San Francisco, 14

On a recent visit to the S. F. Airport to see a friend, I foolishly locked myself out of my own car, leaving the key inside. I made inquiries of a mechanic who courteously referred me to a uniformed official. This man's job, it seems, includes looking after forgetful people like myself. He procured a wire, accompanied me to my automobile, and opened it up with a cheerful willingness which I appreciated.

I would like you to know that visitors to San Francisco appreciate the ready service which is offered at your airport, and the willingness to help them out in predicaments, which reflects credit on the administration, which directs its employees to take a personal interest in individuals.

ELIZABETH OSBORNE
San Diego

Your "Meet the Press" drawing of last month gives me an appetite for more such amusing cartoons of public figures.

BEN D. CLARK
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One of the world's most striking monuments—unveiled in Washington Square in 1933, it commemorates S. F.'s Volunteer Firemen.



Hardy Fire Fighters of Past and Present

by Maurice Hamilton

SAN FRANCISCANS enrolled as firemen through the same sense of patriotism that leads men to join the colors when danger threatens the safety or honor of the nation."

When Pauline Jacobson penned this as part of a series for the old San Francisco *Bulletin* in 1916 she was referring to the volunteer firemen of the middle 1800's. And while the fervor might be somewhat reduced, the fire laddies of today could well fit that glowing description. For they demonstrate day after day that they are a devoted group.

History shows that the early firemen were unpaid but much sung (witness another quote from Miss Jacobson who mentions that no social affair was deemed complete without the presence of one of these brave smoke-eaters) while today's breed of firemen is paid but unsung except in instances where their role in city life is dramatized by a spectacular fire.

It was in fact a series of spectacular fires that brought the San Francisco Fire Department into being. Picture this city during the middle 1800's. A sprawling, lusty town that had just seen the light of day, thanks to the Gold Rush. Founded by men whose main ambition was to wrest the riches from the earth around her, the infant community came close to being still-born as her citizens desecrated their midwifely duties for the business at hand: that of accumulating wealth.

So blinded were early San Franciscans by the bright gleam of gold that civic pride was almost unheard of. San Francisco's present claim to being one of the cleanest and neatest cities in the world came long after these days of ramshackle wooden houses (shacks really), nondescript tents, and decaying hulks of ships, that sheltered the hordes gathered from the

four corners of the earth to seek the fortune that was theirs for the taking.

It was in such a community that fire took its toll, not once but many times. In the short span between December 1849 to the middle of 1851 the city was almost completely demolished six times.

Historians relate that the first fire of major importance took place in January 1849, when the Shades Hotel was destroyed. Then in June of that year a ship, the "Philadelphia," burned in the harbor with such intensity that the thinking people of the town began to see the danger involved. They began to realize that our famous afternoon winds might well spread a similar fire through the inflammable material of which the town was built, with nothing at all to stop the blaze.

It wasn't until December of that year, however, that fear was really known. It was the day before Christmas, 1849, that "... the awful cry of fire was raised in the city, and in a few hours property valued at more than a million dollars was totally destroyed."

This report by a now unknown writer continues: "The fire began in Dennison's Exchange, about the middle of the eastern side of the Plaza and spreading both ways, consumed nearly all that side of the Square, and the whole line of buildings on the south side of Washington Street between Montgomery and Kearny Streets."

It was this Christmas Eve fire of 1849 that galvanized the citizens of San Francisco into concerted action. A special meeting was held, attended by some of the men who gave their names to our present day streets. Steuart, Ellis, Green, Brannan, Turk, Davis, and Har-

rison, all were on hand, with John W. Geary presiding.

The result of this session was a resolution calling on the citizens to meet in Portsmouth Square and to "... take such measures as may be deemed advisable to protect the town against another such calamity, by organizing fire companies, and that the Town Council will supply the hooks, ladders, axes, ropes etc., to be kept by said companies."

Two days later the Town Council appropriated the sum of \$800 for the necessary purchases and ordered the gear into the keeping of Edward Otis who was then forming the "Independent Unpaid Axe Company," the first of many such volunteer companies.

Further steps were taken the following February when the Town Council authorized the formation of the office of Chief Engineer the first paid official of the Fire Department. The Council outlined his duties to include the supervision of all volunteer companies, all fires and gave him the right to "... blow up any building ... with gunpowder, which he may deem necessary for the suppression of ... fire or conflagration ..."

History neglects to state if the first Chief Engineer, F. D. Kohler, ever had to blow up any buildings in an attempt to keep his fire under control, but it does state that the salary for his duties would be \$6,000 per year. A footnote to this was added in a 1925 issue of the Municipal Record devoted to the Fire Department, which reads: "It may be of interest to note that this \$6,000 a year salary was increased on July 1 of this year to \$7,200."

While these precautions were a step in the right direction, San Francisco's woes were



Today's Chief William F. Murray (Right) Three horses ready to go with old-time steam pump.



ar from over. It was the following May of 1850, just three months after the new Chief engineer was appointed and the new volunteer companies began to come into being that the fledgling community once again knew the ravages of fire.

The conflagration began at 4 a.m. and by 1 o'clock three blocks of the most valuable buildings in the city had been razed at a loss of over four million dollars. This particular fire was said to have been set and several persons were arrested, though no one was ever brought to trial.

This fire too brought action from the Town Council. An ordinance was passed immediately that any person who refused to assist in extinguishing the flames or to assist in the removing of goods should be fined not less than \$5 nor more than \$100. Another ordinance directed that every household should keep six water buckets always in readiness for future emergencies.

Again this was not enough to prevent several more disastrous fires. Just a month later another blaze swept through blocks of valuable property between Clay, California, Searny Streets and the waterfront, leveling every building in its path. It was about this time that the citizens of San Francisco began seriously to regard some possibility of fire prevention.

From a strictly economic point of view, one reasoned, it was cheaper in the long run to build houses of brick rather than of wood. Initial construction might cost more, but brick could withstand the ravages of fire far better than the frame dwellings that surrounded the scene. While a handful did consider brick, most construction continued

to be of wood, and fire continued to wreak havoc on the town.

Space does not permit the detailing of succeeding fires but beginning with September 17th, 1850 to just a year later no fewer than five major fires occurred with the total damage estimated at over \$16,000,000! Several of these were also believed to have been the work of incendiaries but whatever their source the damage was devastating. In that period more than 2000 houses, the City Hospital, the City Hall and the Jenny Lind Theatre all fell before the devouring flames.

This destruction of the theatre in June of 1851, marked the sixth time it had burned with a total loss for its owner, Thomas McGuire. By now San Franciscans really began to build houses of brick. Many were constructed with walls two to three feet thick of solid brick in an attempt to make them fireproof.

It was also about this time that the volunteer firemen so glowingly referred to by Miss Jacobson, began to make their presence felt on the San Francisco scene. They were a colorful lot and they brought to their unpaid duties the rollicking spirit which characterized our early citizens as hard working, hard drinking, and hard playing individuals. Hard playing certainly—accounts of their antics while responding to alarms has history students wondering just how a fire was ever extinguished.

To begin with there was great rivalry between the men of each company and between the companies themselves. Individual companies, and there were 15 in existence by January 1854, were under the command of a foreman. When an alarm sounded the men

responded to the fire house of their own company and their duties were determined on the basis of who got there first.

Many times great arguments occurred as to who *did* get there first, and everything was held up till these disagreements were resolved, either by the participants or by the foreman. The apparatus was all hand-drawn, even up our steep hills, and position on the rope that pulled the wagons was felt to be important, as was the job of steering the rig, or who would open the doors and the like. But this kind of dispute was minor compared with the whole company's feeling about a rival company.

Each volunteer group vied with the others to see who would get to the fire first. To be passed by another company on the way to a fire was deemed unpardonable, just as passing another group was the height of achievement. There were dodges used to prevent the former and achieve the latter.

A company that heard another approaching down the street on the way to an alarm would strain every man on the rope to keep from being passed. If it became apparent to the foreman that he couldn't prevent his group from being passed he would turn down another street, often in exactly the opposite direction of the fire, to prevent this ignominy from happening. Or he might feign something wrong with his rig and pull over to the curb to examine a supposedly defective wheel in an attempt to save face.

Because passing another group was so important, companies on the way to a fire would secrete themselves, fire wagon and all, behind a pile of bricks, or in a side street, wait for the approaching company to pass

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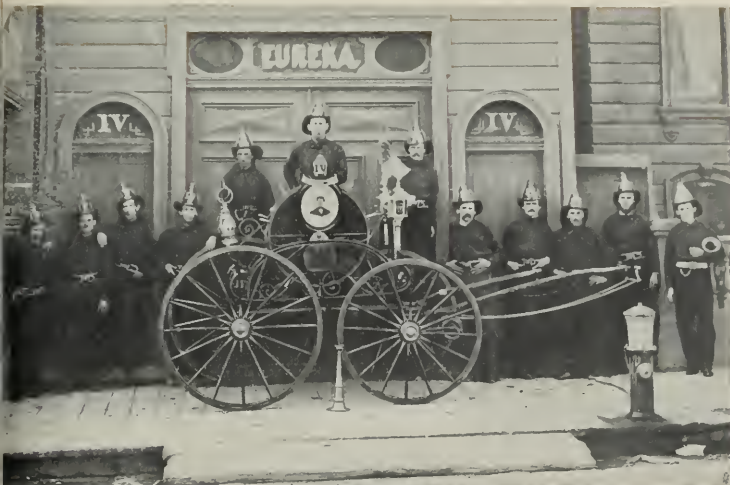
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The dear dead days beyond recall—a typical engine company smartly turned out, with well-kept, light-weight, hand-drawn rig.

Our first firemen were a colorful lot, who brought a rollicking and competitive spirit to their unpaid duties. Rivalry between companies, usually good-natured, sometimes ended in fist fights.

then come out of hiding full tilt and pull ahead. It was usually a good-natured rivalry although on occasion harsh words as well as fists would fly; all the while the fire is burning brightly at some distant point. Nor did this rivalry abate once the fire is reached. Many times the early arrivals on the scene would proudly put "first water" on the blaze only to find themselves a few minutes later with no water at all. Another company had arrived, sized up the situation and with a fierce sense of competitiveness that they ignored the problem at hand, would disconnect the rival company's hose and connect their own to the hydrant, leaving the first outfit if not high, certainly dry.

It was this rivalry that brought one of San Francisco's most colorful characters the distinction of being one of the few if not the only female mascot a fire company ever had. Of course today the idea of a "Miss Hook and Ladder" (usually a beautiful and helpless girl) being associated with a fire department or function thereof is not too startling, but this was a century ago when such refinements were still to enrich our culture.

Moreover this feminine complement to our early fire department actually earned her right to this honor, and at the tender age of 10 years. She was, of course, Lillie Hitchcock, the daughter of a prominent San Francisco doctor. Coming home from school one day, she saw the men of the Knickerbocker Engine Company 5 straining at the rope trying to get their rig up Telegraph Hill to respond to a blaze.

To her dismay she discovered that they were falling behind in their task and faced the possibility of being passed. Nothing daunted she threw down her school books and sprang to their aid, all the while urging bystanders to join in the effort. The results were what you might expect and the men of the Knickerbocker Engine Company adopted the youngster as their own. She was

presented with the full firefighting regalia that the volunteers affected at the time and became an honorary member of the group.

For her part Lillie Hitchcock accepted this honor with the graciousness that befitted a young lady in her station, and she did everything possible to identify herself with the Knickerbockers. She wove the number 5 into most of her clothing and it appeared on many of her belongings. She was honored guest at the social functions of the company, she rode their rig in all the parades and it was generally accepted by everyone that she belonged.

In later years when reunions were held she attended in person and when prevented by her travels, she would send a wire or a cable acknowledging the affair. Nor was her devotion and interest in our early fire fighters forgotten when she died. For as Lillie Hitchcock Coit she left the sum of \$50,000 in her will to be used as a monument to these often slap-happy but none the less courageous men.

This bequest made upon her death in 1929 brought into being one of our most famous landmarks, Coit Tower. The City of San Francisco has also memorialized her by a monument erected in Washington Square.

The end of the volunteer era came in 1866 with the introduction of heavier equipment and horses to pull it. Once again the Municipal Record supplies information about this phase of our Fire Department's history.

"The age of horse-drawn vehicles brought an entirely new element into the life of the Fire Department as it was originally organized. The apparatus became heavier and more massive. The steamer supplanted the power supplied by the citizens of the earlier period . . ." And the article continues: "Man's wonderful companion, the horse, was trained to race to fires with almost human sagacity, in its efforts to assist in curbing the terrible fire fiend. These noble animals tore to fires in a frenzy almost as great as in their wild

state they would have fled from them."

This article, also unsigned, goes on to state that at one time the San Francisco Fire Department had something like 450 horses and that the care of these beasts necessitated a new order of things. The chronicler of 1925 concludes by observing that: "Hardly a horse is left to the Department of all the hundreds that once served the municipality. Most of them have gone the way of all living things while a few are still eking out a comfortable old age in some of the City's less strenuous departments . . . The motor has driven the horse from the field of activity in man's behalf."

Far too much has already been written about the 1906 Quake and Fire as well as the Department's role in it to necessitate repetition here, except to note that it probably prompted the development of a high pressure water system, a need foreseen as early as the late 1800's by the then Chief of the Department, Dennis Sullivan, who himself lost his life fighting this major conflagration.

It is this high pressure system, built at a cost of nearly \$6,000,000 during the early 1900's, that serves as the backbone of the Fire Department today. For the greatest fear of fire fighting officials is the repetition of the '06 disaster.

After the great fire of 1906 a study was made to determine what could be done to prevent a similar occurrence. The fire got such a strong foothold in the city because the quake had broken a large number of our water mains, lying as they did in many cases, across the path of the San Andreas Fault.

The study determined that this might well happen again since our water must be fed us from the Peninsula. To cope with this problem, city engineers determined that a sufficient amount of water should always be in readiness in the city itself to take care of any emergency.



Old-time volunteers on the job.



Contemporary auxiliary firemen practice.

With this in mind the city undertook to build a separate system of water mains independent of the regular water supply. The water was and is stored in a reservoir high on Twin Peaks in order to provide enough pressure so that no engines would be needed for pumping. As an extra precaution, this high pressure system is also connected with the Bay so that if water from the reservoir is cut off, salt water can be forced into the system for the purpose of fighting fire.

Another adjunct to this system that is also still in evidence and use around our city is a series of cisterns, filled with water and marked by a circle of cobblestones at many of our street intersections held in constant use if the need arises. A part of the \$6,000,000 appropriation that was raised for the high pressure system and the cisterns was used to purchase two fireboats, a situation that is unfortunately not duplicated today as our many acres of docks must rely on shore-based equipment and just a single fire-boat for protection.

The present status of our Fire Department is summed up in a single word by the present chief, William F. Murray: "Strength is the keyword today in every area of fire prevention and fire fighting."

Accounting for this "strength" are 1764 men who serve in the two main branches of the Department, the Fire Fighting Service, and the Special Auxiliary Service. The former explains itself, while the Special Auxiliary is devoted to such phases of the work as prevention, training, and the like.

Murray's Secretary, Battalion Chief William Lindecker, lines out the strength theme even further, by saying that our Department ranks among the top four in the country for area strength, and that it provides protection that is well within the requirements of the National Board of Fire Underwriters, the body that determines fire insurance rates in proportion to the amount of service a local community gets.

Lindecker too, says that our high pressure system is one of the finest in the world and that on its 115 miles of pipe, the Department can count nearly 1400 hydrants, mostly in the high value districts to insure against

the staggering losses that the city was once faced with. To soothe feelings of those who have homes out of the high value areas in San Francisco, Lindecker points to another 7300 hydrants on the domestic lines.

Visitors to San Francisco are impressed with the amount of equipment that is turned out for every alarm and rightly so. Suppose the place is Third and Market, a high value district for sure, and someone pulls a single alarm box. Answering this call routinely would be an Assistant Chief, a Battalion Chief, three engine companies, a tank wagon company, two ladder truck companies, a rescue squad and a salvage company.

With each company having an officer and five or six men it is an impressive show of strength, and a sight that must be reassuring to everyone who knows our phoenix-like history and dreads a recurrence of major disaster. The response in the residential areas of the city is smaller only in proportion to the problem at hand.

Guarding the city against demon fire on a 24 hour a day, seven days a week basis are 52 fire stations housing 48 engine companies, 19 ladder truck companies, 15 tank wagon units, 9 hose tenders, two rescue squads, four salvage companies, that lone fireboat, and units that include a water tower, air compressors, and other very specialized gear that is needed from time to time.

While guarding the city against its proven mortal enemy is a full-time job, the service rendered by the Fire Department ranges far beyond this, as witness any number of news photos during a given year showing firemen rescuing cats from trees or undoing little boys' hands from candy machines. The Fire Department is called out with its inhalation equipment to revive drowning swimmers or gas victims. It is also summoned for the happier instances of helping someone who is locked out of his home.

As Chief Murray puts it: "We don't ask questions, we respond first." And respond they do at the rate of some 500 calls per year per company. While many of these calls may be routine, the Department expects to respond to 60 or 70 greater alarms annually. Although the holocausts of the past have

never been repeated, there have been major fires that have caused a great deal of damage and even loss of life.

Chief Lindecker recalls one of the worst. It was the Herbert Hotel which burned in 1946. The fire started in a night club in the basement and due to the construction of the building and the location of the blaze, ventilation was impossible. The resulting backdraft built the flames to a five alarm call and before the fire was brought under control four members of the Department were dead—they died saving the city from a fate that might possibly have equalled the 1906 disaster, though only a handful of men could call their names.

The men of the present day Fire Department are not the glorified heroes that the volunteers were. And while they do get paid whereas the early firefighters did not these men have a great deal in common with their predecessors: the common ground of devotion.

Off the Record



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Mrs. Ogden (center) and Mrs. O'Brien instruct newly copped Mrs. Mumme on the use of classic Red Cross basket.

MARY McLEAN OGDEN, who has been named Volunteer of the Month by the San Francisco Volunteer Bureau, is commanding officer of a corps of 3200 Red Cross volunteers.

She has many of the same problems as a military commander who must keep his troops combat ready with or without benefit of the excitement of an immediate emergency.

Red Cross, which is organized along lines somewhat similar to the military, must stand always trained and ready to meet disasters with immediate relief. And between the headline-making events it must work steadily and efficiently to prevent and relieve the human suffering unavoidable in normal life.

Mrs. R. Clarence Ogden is a veteran of both types of service. She came into the surgical dressing service of Red Cross in 1941 when fervor was high. World War II loaded Red Cross with a tremendous job, and volunteers poured in by the hundreds eager to be of service. She worked on steadily as head of the Gray Ladies through the postwar years when enthusiasm ebbed, and became chairman of all volunteers in 1953 when the Korean conflict had again accelerated activities.

She had left her initial assignment as a Gray Lady at Shriners' Hospital for Crippled Children regretfully to head that service; she had demurred at leaving her beloved Gray Ladies to become the volunteers' top executive; and any but the staunchest of volunteers would have turned away from the first big project that crossed her new desk.

This was the reception operation for welcome of American prisoners-of-war being returned from Korea. For eight long weeks ship after ship arrived at Fort Mason bringing POWs. Working side by side with the army, Red Cross met every man. Motor Service took patients directly to their hospitals; Canteen served families waiting on the docks through the interminable delay of arrivals and debarkation; Gray Ladies arranged the first call home for GIs not met by relatives. Red Cross was welcoming its heroes home for the American public.

Plotting the operation, assigning responsi-

bilities, making time and duty schedules, maintaining liaison with the armed forces, Mary Ogden proved herself "the most able and competent woman administrator I have ever seen"—in the words of one of the top men involved.

"She's hard to convince," the same officer said of Mrs. Ogden. "With an insatiable intellectual curiosity she insists on knowing all about a problem before expressing an opinion. Once she knows the situation thoroughly she lays out an operation that reflects a brilliant sense of organization, then follows through with perfect timing and proportion. First things come first with Mary, and last things can wait."

The people whose work she directs give Mrs. Ogden almost fanatic loyalty.

"She works right along with us," said a brown-eyed beauty who does her bit for Motor Service. "And she's more than merely democratic—she's innately gracious. She treats everybody just alike, as if we were all her equals."

Her tone clearly implied that few are Mary Ogden's equals. This opinion is obviously shared by a great many people.

Native daughter of a distinguished Bay Area family, Mrs. Ogden lives with two of her sisters and a brother—and Mac, the black French poodle they all adore—in Sealcliff in a house their father built in 1913.

She was married in that house to a young attorney—the late R. Clarence Ogden, son of Superior Court Judge Frank M. Ogden of Oakland—with a wedding that was a major social event of 1920. They lived in Eastbay for a while, but the MacLeans are a close-knit clan and the young couple soon moved back into her family home.

Mrs. Ogden's law practice gave him far flung interest, coinciding with the couple's love of travel. Beginning with a wedding trip to Canada, their trips fanned out across the globe until today she is a seasoned world traveller.

"I love the Scandinavian countries. They are so beautiful," she says. "And South America. Especially crossing the Andes. Buenos

Aires has wonderful shops. And I like Peru—the people are so hospitable."

Why does a woman with leisure, looks, means and background to lead a life of ease and brilliant pleasure choose instead to work full time as a Red Cross volunteer?

Ask Mrs. Ogden that and she looks at you as nearly as her calm poise will permit, as if you were being foolishly facetious. As if giving service is taken for granted!

The children at Shriners' Hospital could answer, too. There is one thing, among others she has done for them each winter for 15 years. When the teams arrive in San Francisco for the annual East-West football game they call at the hospital. Waiting there for each player is one special child who will be his sponsor, and for whom he will play his heart out in the famed classic. Every mother knows his girl when he sees her—because Mary Ogden has been there earlier and tied into her hair a big ribbon bow in the player's college colors.

She is going back to those children for good when she retires as Volunteer Chairwoman. "When this assignment is finished can be a Gray Lady again at Shriners," says Mary Ogden.



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CITY BOARD DIRECTOR

The officers and delegates of the Federation of Municipal Employees have unanimously elected J. Edwin Mattox to membership on the board of directors.

Ed Mattox is Secretary to the Board of Appeals, which position he has held for the past eight years. That he is a highly capable and efficient executive, and will be a great asset to the Federation's official family is borne out by the following: Executive Com-

League of Improvement Clubs and Associations of S. F.; member, Board of Deacons of Calvary Presbyterian Church; member, Executive Committee of the University of San Francisco Dons Club; member, Navy League of the United States, San Francisco Chapter; Commonwealth Club. He is licensed as public accountant in California though he is not currently practicing. Formerly he has been Deputy Collector of Internal Revenue, Special Agent in the

and airlines executive Henry S. Bailey have joined Chase Ward and Gardner as principals, it is announced by Michael Rollie Jones, senior principal of the San Francisco firm of executive procurement and development consultants.

Mr. Richman has for the past four years been special assistant to management of the Iranian Operating Companies (Consortium) at Tehran. Mr. Bailey has been assistant treasurer and comptroller of Transocean Airlines of Oakland. Both of the principals have had extensive experience in personnel and organization problems in their respective fields.

On ratification of the Oil Agreement in Iran in October, 1954, Mr. Richman became a member of the survey party acting for the International Consortium in Iran. He assisted in the establishment of the refining and producing company's initial organization. Later at Tehran he was placed in charge of procurement for supervisory and management levels of overseas personnel for all of Iran, doing extensive liaison with the 17 parent companies in France, Holland, England and the United States.

TEA AND SPICES EXCHANGE

In an effort to augment San Francisco's position as a center for tea imports from India, establishment of a tea and spices exchange here is being considered, according to Robert Taylor, president of the San Francisco Area World Trade Association of the San Francisco Chamber of Commerce.

"Ever since India, Ceylon and other Asiatic countries have gained independence, they have sought to discover another important tea-marketing center which would enable them to compete seriously with the London Tea Board," Taylor said.

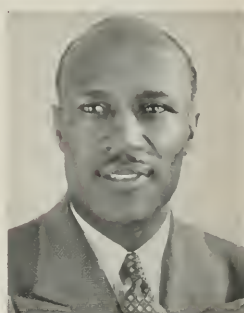
"With the growing trade in the tea and spices through the Golden Gate, intense efforts are being made to establish a tea and spices exchange in San Francisco which would serve the United States and other countries in the Western hemisphere."

The late Carlos B. Lastreto, one of the founders of the Pacific Coast Coffee Association, initiated the move to set up such a tea and spices exchange in San Francisco.



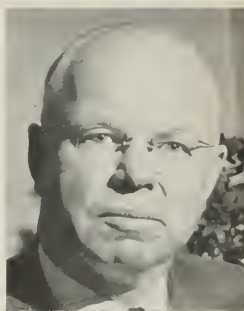
CHESTER R. MacPHEE

Succeeds Thomas A. Brooks as the city's chief administrative officer, which is the No. 2 job at City Hall.



JOHN WESLEY BUSSEY

Appointed to the Municipal Court bench by Governor Knight, he becomes San Francisco's first Negro judge.



JOHN M. PIERCE

New general manager of the five-county San Francisco Bay Area Rapid Transit District, he was formerly California's Director of Finance.



Tom Gray, Manager of S. F.'s Down Town Association, with family, carries the banner of progress on a Hawaiian vacation, when he will address Honolulu's Down Town Improvement Association and other business circles.

Committee member, and Chairman of the S. F. Municipal Executive Employees Association; member, San Francisco Federation of Municipal Employees; member, Board of Directors, and Admissions Committee Chairman of the Press and Union League Club of S. F.; member, Board of Governors of the Civic

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Three Home-Town Boys Bring New Look To McLaren Lodge

by Bill Simons

There's a "new look" in the high command of the Recreation and Park Department for the first time since the two former departments merged in 1950.

This important branch of city government which functions from its venerable, ivy-covered command post, McLaren Lodge in Golden Gate Park, has entered fiscal year 1958-59 with a new General Manager, Raymond S. Kimbell; a new Superintendent of Parks, Bartle S. Ralph; and a new Superintendent of Recreation, Jas. P. Lang.

Actually the only "newness" about the three executives is their occupancy of new positions; all are veterans of many years' service in both the consolidated department and its two predecessors.

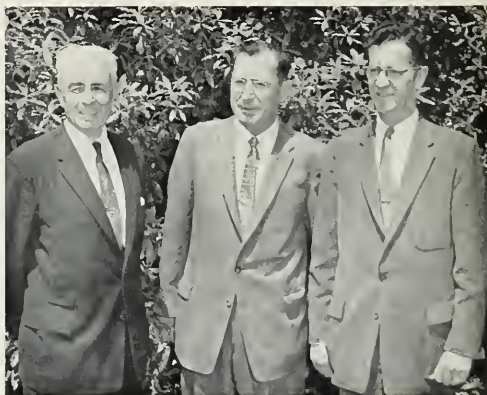
And that is significant, for appointment of Kimbell and subsequent approval of his appointment of Ralph and Lang by the Recreation and Park Commission was of recognition of the worth and quality of the home-town boys.

This was particularly so in the case of Kimbell. He was the first recreation careerist named to the top job. The other General Managers in the 8-year-old department's history had come from private business (the late Harvey E. Teller) or from other areas of city government (David E. Lewis and Max G. Funke).

Kimbell started as a recreation professional 30 years ago. The only dilution of this long span was five years of wartime Naval service from which he emerged a Commander. He had risen steadily in the Recreation Department, had served since 1931 as Assistant Recreation Superintendent until his appointment as Superintendent in 1951 when Josephine D. Randall, San Francisco's "first lady" of recreation, retired from that position.

When he was selected last April as the \$15,600 General Manager of the sprawling properties and virtually continuous programs of

(Continued on Page 19)



Raymond S. Kimbell (center) with Bartle S. Ralph and James P. Long

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NEW LOOK

(Continued from Page 16)

the Recreation and Park Department, he was faced with two extremely important appointments.

There was no hesitation in his first appointment of a friend and co-worker, James P. Lang, as Superintendent of Recreation. Lang and Kimbell had shared the same years and the same from-the-bottom-up experience.

They had worked so closely for so long that the appointment was most natural from a complementary point of view. It was also a logical reward of service and—because of Lang's stature in the recreation field—professionally popular.

Filling of the other top staff job was not as simple. The position of Superintendent of Parks had been vacant since the death last November of Julius L. Girod, successor of the late, great John L. McLaren.

Considerable pressure had been generated aimed at elimination of the position as an economy measure. (Both superintendencies—parks and recreation—pay \$12,000 annually.) But Kimbell showed how greater efficiency could be achieved and economy served at the same time by the appointment of Bartle S. Rolph as Park Superintendent.

This action, he pointed out, would consolidate in the one position the duties for which Rolph was then responsible as Superintendent of Structural and Mechanical Repair.

Commission approval of the appointment resulted in the upgrading of the Park Superintendency as well as the rewarding of another veteran, for Rolph had joined the former Park Department in 1934, had served as Assistant Park Superintendent since 1943.

Result of the three appointments—Kimbell, Lang and Rolph, the "new faces" at McLaren Lodge—is an organizational tightening up that has had a noticeably salubrious effect on internal morale at the Recreation and Park Department.

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Memo for Leisure

Local talent is having a heyday in the San Francisco theatre, with C. Jones at the Curran in a musical revue: "Mask and Gown." The show is presented by Leonard Illman who discovered Mr. Jones in our town, and gave him his Broadway opportunity in "New Faces of 1956." The satire of T. C. Jones ranges from TV and Hollywood to current fashions, Shakespearean women, and crooners.

At the Playhouse on Beach and Hyde an intimate theatre where free coffee is served in the interval we dropped in on a Sunday evening of original plays by Jamesroughton. His work is timely (as the short play about two people who face the end of human life on his planet), studded with wit and acuteness, and adorned with any a well-turned phrase.

On Friday and Saturday evenings this enterprising group, with the help of a distinguished musician, Dr. Ian Alexander, has been presenting two operas: "Trouble in Tahiti" by Leonard Bernstein—an entertaining and melodic study of life in suburbia—and "L'Enfant prodigue"—a moving interpretation of the Prodigal Son—by Claude Debussy. The evening is enriched by a brief introduction by the conductor, Dr. Alexander, who knows how to switch from

light persiflage to serious comment.

Another showplace for local talent is the Actor's Workshop at the Marines' Theatre on Sutter and Mason. This group will be represented at the Brussels World's Fair by its production of "Waiting for Godot" a skilful rendering of Beckett's mystifying play about Skid Row characters.

Latest production of the Actor's Workshop is: "The Iceman Cometh" by Eugene O'Neill. This is a massive undertaking which lasts four hours. It is well staged and acted, and its bunch of anguished, quipping bar-fies show us O'Neill in some of his finest moments as the chronicler of America's melting pot, with a satirical eye on the pitchman, and the dream at the end of the rainbow.

This year's Ice Follies at Winterland is light-hearted and gay as ever, with comedian Frick at his best. Inky-Dinky the black bear on an excursion to heaven in the "Garden in the Sky" number, and among the skating stars, an enchanting 13-year-old, Janet Champion from San Diego. This excellent family show, said to be worth "more than ten conventions" to San Francisco, is for the first time in recent history ending in the month of August—on the 31st.



Off-beat characters in "Waiting for Godot"

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One more star to come

THE COURAGE TO BE HAPPY

by Dorothy Thompson

Houghton Mifflin Company: \$3.50

"For years I have been haunted by the memory of a week-end I once spent with Dorothy Thompson. Oh, that efficient housekeeping, that energy of political intelligence. How often the picture of those magnificent gifts has come back to reduce me to a humility just this side of tears." This quotation, from an article in "Vogue" for July 1958, by Victoria Lincoln, describes the Miss Thompson who has achieved so much in the world of journalism.

Dorothy Thompson in "The Courage to be Happy" is in another mood, reflecting on values and drawing inspiration from the current American scene, in a collection of articles originally published in "The Ladies' Home Journal."

As you read this book you can understand Miss Lincoln's frustration, for, being a woman and a very capable one, Miss Thompson is eminently practical and her writings spur you on to engage in good, wholesome neighborhood and educational projects. She is an ideal dispeller of bureaucratic cobwebs and red-taped lethargy, and a sharp goad to the fulfillment of civic responsibilities.

The book brings you also into

an engaging human contact with an author who is often regarded as a bright intelligence, rather than a warm heart. In particular, one charming essay, "The White Sofa," describes her at first as being "unbearably bossy" (the author's own words), unhelpful when she discovers her son and his wife have bought a new sofa. "White?" I cried. "Have you gone crazy? White—in New York! You know what it means to keep house in New York—the soot and white—and with a child in the house." Later in the essay comes, "I called up and apologized, saying I had been tired and cross," and there stands Miss Thompson, ready herself to be hugged and comforted, a perfectly delightful grandmother.

It should be noted that among Miss Thompson's many talents revealed in this book, is one that clever women have found useful down the centuries, namely a shrewd sense of when to take her husband's advice.

ONLY IN AMERICA

by Harry Golden

World Publishing Company: \$4.00

Harry Golden, the genial, bouncy ("when I weigh myself I do not look at the results. I just listen to the gears grind . . .") author of this highly individual anthology, explains his lay-out policy as editor of the Carolina Israelite: "Each month I set the ads first . . . then I cram my editorials into every other inch of available space. I sort of slither them in and around . . . with only one beginning and one end. Many of my subscribers have tried to pick out individual items of special interest to them; all in vain. The only chance they have is to begin at the top left-hand column on page one, and keep going to the end."

This quotation points up the business acumen in the author's family, further developed in a vigorous portrait of the rich, rare and lovable Uncle Koppel, and warns you of Mr. Golden's literary magnetism. Once the reader has his nose inside the book, he is ensnared until the last page is read, and all the time Mr. Golden will be wed-

ding into his mind a vast number of bright ideas.

From Galli-Curci to Garbo, Cleopatra to "modern America on a huge breast binge," New York City to Charlotte, Carolina, Caesar to Sandburg, Mr. Golden's quizzical glance sweeps over it all. Politics, race segregation, the marrying of widows, the perplexities of Rabbis, problems of Unitarians, quirks of Irishmen, the stage, the cocktail bar, all generate in Mr. Golden's mind new and provocative ideas. Lewis Carroll's famous Walrus, with his chatter of shoes and ships and sealing wax, is here splendidly outclassed.

Each reader will have his own special delights. We liked the recollection of Mr. Golden's East-side childhood, with the smell of kosher cooking, the warm feeling of family affection and personal activities like the suit buying: "Usually it turned out to be the hottest Sunday in the year . . . You left nothing to chance. The word went down: 'We are buying Hymie a winter suit,' and the matter was prepared carefully."

Then the account of his mother's generalship in the suit-buying campaign, particularly her attitude in the shop: "Never mind the talk; all we want here is a little suit for a bar-mitzvah boy." Finally when the suit is successfully bought and all are home again: "The mother takes her traditional place in the kitchen to make some potato latkes for everyone. And she resumes her traditional status within the family circle—Hymie, did you give your father a big kiss for the suit he bought you today?"

Mr. Golden has his wistful moments ("They never met a payroll: Copernicus, Galileo, Newton, Einstein") and his poetic ones ("A Day With Carl Sandburg: But we mostly laughed just as the poet Blake imagined it . . . we laughed and the hills echoed.")

These comments and penetrating ideas all spring from a deep compassion for man in the anguished world of today, and what makes this book bracing to read for the man harassed by responsibility is

the gay, infectious, buoyant humor which ripples across all the pages.

PROSPERITY WITHOUT INFLATION

by Arthur F. Burns

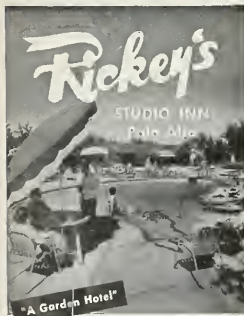
Fordham Univ. Press, New York \$2.00

These are the Millar Lectures delivered at Fordham University by Professor Burns in 1957. He writes: "The lectures are focused on the problem of inflation, which has seriously marred our nation's prosperity in the post-war period. They take stock of recent events and suggest economic policies that may help us build a better future."

Professor Burns begins by examining expansion of consumer demand and investigates the threat of gradual, or creeping, inflation in the coming years. He reviews measures which could be taken to stabilize the national economy, and after painstaking assessment reaches the following conclusions:

"Reasonably full employment and reasonably stable price levels are not incompatible. We have often come close to this ideal in the past, and we have done so again recently during the years from 1952 to 1955. The matter I have stressed . . . explicit recognition of reasonable price stability among the objectives of the Employment Act, improvement in the practical workings of monetary and fiscal policies, the reduction of monopolistic practices, and better organization of economic policy-making—will not be attained without great and continuing effort. But if I am right in thinking that these measures will significantly improve our chances of maintaining a reasonably stable consumer price level as well as reasonably full employment over a long span of years, the effort is surely worth making."

The book is short and written with clarity, and deserves careful study by persons in places of responsibility.



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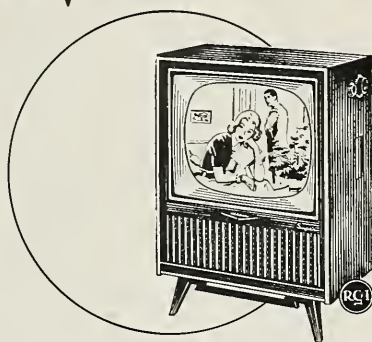
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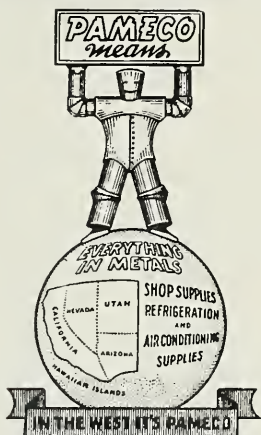
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SEPTEMBER, 1958

VOLUME 25 NUMBER 9

LETTERS

As the official representative of Mayor George Christopher on the recent California Mayors Tour, I wish to say that a great contribution to better international understanding has been accomplished.

The State of California and especially the City of San Francisco can well be proud of being the first to attempt such a worthwhile project.

The Record is to be congratulated for its part in this very successful mission.

NOEL COLEMAN

State Building
San Francisco, Calif.

I want you to know how much I enjoyed the recent California Mayors Tour of Europe. I found the contacts with officials of European cities very stimulating and very much worthwhile. I hope you will be able to arrange another one in the future and that Oxnard will be represented.

HAROLD NASON

Mayor pro-tempore
Oxnard, California

We have read with great interest the story about Woman of the Month, Mary Ogden, in your July-August issue and send sincere appreciation from the San Francisco Red Cross Chapter for your recognition of this outstanding leader.

Mrs. Ogden deserves all the praise you printed, and even more. But she is such a quiet and modest person that her fine work might well be overlooked. Therefore, your salute to her is doubly gratifying.

SYDNEY G. WALTON

The American National Red Cross
San Francisco Chapter
1625 Van Ness Avenue
San Francisco 9, California

OCT 1 1958
(PERIODICAL LEFT)

BAY WINDOW

AHERN AND THE RECORD: One memory of the late Chief Frank Ahern belongs to his associations with The Record, and recalls a particular occasion when Chief William Delderfield of Hobart, Tasmania paid a brief visit to San Francisco. Chief Delderfield expressed to us a keen interest in police problems and administration in our city, and we resolved to try and arrange a meeting at short notice with Ahern. Within twenty minutes of our telephoning the police department, we got a message back to come at seven o'clock.

It turned out, when we got there, that Ahern was holding a momentous conference with his top brass which was to go far into the night. He broke this up for the time being in deference to a distinguished visitor who was a colleague from overseas, answered and asked questions, though obviously tired and strained, and left upon his guest and ourselves an indelible impression of bigness of heart.

ROCKETS IN AIR: A word of commendation is due to the organizers of the Pacific Festival for a magnificent display of fireworks on Sunday, September 14. Rockets like enormous candelabra shed their stars in the night sky, there were bangs, flashes and bursts of gaudy evanescent beauty delighting young and old, with a flamboyant exploding climax of color and noise engineered by Rikio Ogatsu, of the Ogatsu Fireworks Company of Japan, who supervised the show.

The spectacle was in striking contrast to the damp squibs of July 4 which were unworthy of the red glare they commemorate. Was this fiasco due to the foggy air of July, or to the quality of the fireworks? We wish some informed person would look into this, and if the fault really lies with the climate, perhaps as the Queen of England postpones her public birthday celebration two months, we could delay our Independence Day fireworks by those few weeks required to assure a balmy and congenial evening. It may be, however, that all we need is better fireworks which refuse to be dampened.

CLEMENTINE: Some years ago a bony young, golden Mexican burro, the gift of George B. Potorf, Sr., of Tucson, Arizona, was flown here by Pan-American clipper, and put into the arms of Coach Frank Albert to be the mascot of the 49ers. She was christened "Clementine," given a coat inscribed "goal-rushers" recalling the donkeys of the miners in gold-rush days, and made custodian of the 49ers' good luck.

Burro never had it so good: Clementine lives with the blooded horses at Woodside. She is now so well-fed that she has to be hauled up to football games by special trailer. Prosperity has dulled her sense of responsibility. She casually chews the Kezar Stadium grass and does not appear to give a damn however critical the play.

If the 49ers need their opponents hexing, we would suggest Frankie Albert diets that donkey and gets her concentrating on the game. On the other hand, the carefree, golden Clementine, nonchalantly eating in the afternoon sun, while two teams fiercely battle it out a few yards away, does add her authentic personal touch to tolerant, live-and-let-live, debonair San Francisco.

MAYORS IN EUROPE: Milo Johnson reports on his return from the California Mayors' Tour that wherever the party went, they noted the American flag flying from the masts of hotels and city halls—almost invariably with forty-nine stars! There was, of course, no Texan in the company to take umbrage at this precipitate recognition of Alaska. Californians, serenely impartial on the vexed issue of the largest state, were appreciative of the up-to-the-minute alertness of their hosts, a quality upon which we like to compliment ourselves in the Golden State.

An article giving an account of the fascinating journey of our Mayors appears on page 12. The Record takes pride in the part we have played in promoting a significant California "first," and wishes to salute the achievement of Milo Johnson and Elton Asher.

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Sherman Duckel's responsibilities include building tunnels, correcting landslides, and facing wild neighborhood meetings.

Public Works Department S. F.'s Beneficent Octopus

by Maurice Hamilton

IT IS EXTREMELY doubtful that the Annual Report of the Department of Public Works, City and County of San Francisco will ever become a best seller. It's not the kind of a book that most people prefer to curl up with on a cold night, because it is by its nature completely factual and statistical. But, buried in those sometimes dry as dust statistics, is a story of great accomplishment as well as day to day work that few residents of this city are aware of except in a most superficial way. Yet, the Department of Public Works influences the lives of all San Franciscans in many ways.

If you own a car and use it at all, many of the streets you travel over are built by, cleaned by, and repaired by the Department of Public Works. If your children go to a public school they attend classes in buildings that were designed and erected under the aegis of the Department. If you intend to build within the County, your permit to do so is issued by the Department and your finished product is inspected by the men of this same governmental organization. And this is just the beginning.

The Department of Public Works removes tracks, builds and cleans sewers and pumping stations, builds public libraries, erects air raid sirens, conducts surveys, corrects landslides, engineers traffic, builds parking lots, puts up traffic signs, installs parking meters, builds tunnels, installs street name signs, paints curbs, plants and maintains trees.

At present 31 of the 40 miles of freeway through San Francisco are the responsibility of the State Highway Department as far as construction is concerned, but Public Works is charged with the job of keeping them clean and maintaining them. The additional nine miles of highway are the full responsibility of the Department and one that is taken very seriously, just as is the duty of taking care of all our city streets.

Occasionally, this gets to be a matter of jurisdiction, and because Duckel is known by his associates as a man who never turns down a job, Public Works presently plants and

cares for the various tree plantings along most of our major boulevards.

And so it is that among the 1,600 or so men and women employed by the Department you find such job classifications as gardener along with others that include engineer, sewer cleaner, draftsman, laborer, operating engineer, asphalt worker, building inspector, window cleaner, cement finisher, chauffeur, water chemist, janitor, architect, truck driver, accountant, all the building trades, most of the clerical classifications as well as others who are hired to do a job peculiar to the Department alone.

The current Annual Report is written in terse and, to the layman at least, surprisingly understandable prose. It manages to convey in a small way the big job these myriad employees accomplish routinely and in many cases without public recognition that Public Works is involved at all.

For example, a section of the Bureau of Engineering's portion deals with landslide control. This section labeled Landslide Correction begins with a discussion of the annual rainfall for the period July 1, 1956 to June 30, 1957 and points out that because it was 53 per cent less than the yearly average there were not many slides to contend with. Only nine, which is probably eight more than the average citizen was at all aware of.

The report then tells briefly how each slide was dealt with and comments on the success or failure of the methods used. In some cases new drainage systems had to be built, or existing ones improved. In other cases test borings were taken to determine the cause of the slide so that a solution could be worked out. In still other cases observation by means of surveys was the only immediate method employed to arrive at a satisfactory answer.

And in all of this there is no mention made anywhere of the number of men, man hours, brain and experience hours that were needed to do the job. This is taken for granted because it is simply one of the routine duties of the Department. But it is a routine duty that stops a lot of discomfort and inconvenience for Mr. and Mrs. San Francisco.

The Design Division of the Bureau of Architecture serves also as an example of the unheralded but very important work of the Department. "The greatest amount of the Bureau's work load at present," to quote directly from the report, "is processing work for which bonds have been voted." This deceptively simple sentence covers design and construction work that was initiated as long ago as 1948 by successful bond issue referendums.

Historically the big jobs have been and continue to be farmed out to established architectural firms here in the city. But the smaller ones are handled through the Bureau and the overall supervision of all jobs large or small is the responsibility of this division of the Department of Public Works. Just how much work this involves is evident from the amount of construction that is presently going on, or just completed.

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Aerial map used in planning widening project at upper Market Street



Southern Freeway under fire at neighborhood school meeting

Courtesy S. F. Examiner

This includes for example, a junior high, and an elementary school as well as additions and modernizations of existing structures. Since January, 1957, two firehouses have been completed and one reconstructed and four additional houses are under construction, while two are in the design stage. Other projects include the Laguna Honda Home, the San Francisco Hospital, the Hall of Justice and other assorted projects that are subject to final voter approval on a bond issue election.

These are but two bureaus within the Department of Public Works that are involved in our city life without our really thinking about it. And similar examples of such involvement can be found within each and every bureau of Public Works.

Heading up this sprawling and many faceted empire is Sherman P. Duckel. Duckel, now 48, an engineer and a native son has been employed by the Department since 1927 when he quit his job as assistant superintendent of construction for PG&E to take a job as junior engineer for the Bureau of Engineering.

After a progression of jobs through the bureau he acted as assistant city engineer from 1942 to early 1950. It was on February first of that year that Tom Brooks the much respected former Chief Administrative Officer or the City appointed Duckel to his present position as Director of Public Works. The appointment was reaffirmed by Chester MacPhee our present Chief Administrative Officer.

It is safe to assume by nature of Duckel's tenure that he has been successful as Public Works Director. And in talking to his associates it becomes apparent that part of this success is due to the fact that he has around him many top flight men and on a personal basis his administrative make-up is such that he recognizes their ability and allows them as much freedom as is possible with their ideas and methods. Another contributing factor to Duckel's ability to delegate authority and responsibility is the physical structure of the

Department itself.

A glance at the organization chart of the Department of Public Works shows that the Director has working under him men who in another situation might hold positions directly comparable to his own. The Bureau of Engineering, for example, is headed up by City Engineer Reuben H. Owens, while the City Architect Charles W. Griffith is in charge of the Bureau of Architecture.

In other Bureaus, Duckel is fortunate in also having competent men in charge. Men like Lester Bush in Building Inspection, F. D. Brown in Street Repair, B. Benas Sewer Repair and Sewage Treatment, W. C. Zeher in the Bureau of Building Repair and S. J. Sullivan as Superintendent of the Bureau of Street Cleaning.

On the administrative side there is J. J. McCloskey supervising the Bureau of Accounts, while the Central Permit Bureau has S. Franklin at its head. It is these men, who along with Duckel's two Assistant Directors R. Brooks Larter, Administrative and L. J. Archer, Maintenance and Operation, that keep the Department going. And going it is, night and day, to see to it that this city keeps functioning as a metropolitan entity.

Although this article has stressed how little knowledge and public attention generally accompanies the diverse activities of the Department and although we have suggested that its annual report is scarcely calculated to raise the reader's blood pressure or his emotions, there are times when Sherman Duckel must face an angry and hostile public.

This occurs occasionally when he must let the citizens of San Francisco know how some of the actions his department must take will affect them, their families and in some cases their very homes. It is this tradition of free speech, held so dear by all of us, that can cause a conscientious man like Duckel more than a little grief.

The most recent example of this was a meeting held just a short time ago in one of the neighborhood schools. The issue under

discussion was the proposed Crosstown Freeway that would eventually connect the Southern Freeway with the one going through Golden Gate Park. The meeting was held, as Duckel describes it, to inform the residents of the areas through which this road would pass, of the eventuality of some of them losing their present homes. That the action would be taken, regardless of how the people involved felt about it, was the very sore point that the Director of Public Works had to contend with in trying to do his job of giving information. The newspapers reported that the meeting was a wild one in which some angry things were said about Duckel and his Department.

"We were just trying to give people an idea of what was going to happen," Duckel said later. "We could have had them come downtown but we went out to see them in their own neighborhood because we felt it would be easier all around."

He went on to explain that under the law, the residents had to be informed of the action that was being taken, by a public meeting, and that this meeting was held in the neighborhood affected, because most of the residents were working people and a daytime session downtown would have been impossible for many of them to attend.

The people involved however, viewed this "invasion" by the Department of Public Works and the Director of the Department with a feeling of something akin to the Southerners' emotions regarding the carpetbaggers after the Civil War. And as a result the meeting that was to have answered questions and given people an idea of what they could expect in the future, degenerated into a hot session of name calling, threats and general ill will.

Fortunately these scrapes with the public at large are few and far between, and mostly the work of the Department of Public Works is done unnoticed by most everyone except Department employees, whose unspoken motto seems to be: "Never refuse a job and once you do take it on, do it right."

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Our January Round the WORLD Tour was completely sold out a week after announcement. So we are pleased to announce a 2nd Personally Conducted departure, celebrating CHERRY BLOSSOM TIME IN JAPAN. You travel mostly by luxury liners, but you so can visit far inland places . . . partly by air. With 1st class hotels (rooms with bath) . . . most meals . . . all sightseeing, much of it by private car . . . the services compare with many tours almost twice the price. Departure is from Seattle, returning to New York.

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Family Holidays at Sunny Camp Mather

by Alan Tory

WE WOULD PRESCRIBE at least a week at Camp Mather to every newcomer to California, of whatever age. What better introduction could you have to family life in the West, to our magnificent scenery, and the vision and expertness of the Recreation and Park Department of the City and County of San Francisco?

This is one of the best bargains you can meet in a life-time—\$6.50 a day for adults and \$3.50 for children. Three meals a day are provided—and they are good. You stand in a line and a gimlet-eyed boy sitting at a table punches your ticket before every meal. Service is cafeteria-style, with the shrewd provision that when ice cream is served, one helping per person is individually given. Families from tots to teen-agers offer an entertaining spectacle of organization, with fathers and mothers solicitously watching over their broods.

The camp is directed by Daniel Dempsey, who combines equability with unsleeping awareness of what is going on. He is an admirable administrator who seems born for this particular and exacting job, and oversees with the most human touch a family which last season reached as many as 403 in one week. There is a sense of order without bossiness, and opportunity for corporate activities without any dragging of the individual.

Dempsey took over five years ago, when the assets of Camp Mather were substantially extended with the addition of new electrically lighted cabins, bath-house facilities and laundries. Last season Barbara Tothoroh was Recreation Director. We accompanied her one afternoon on a nature study group, and watched with admiration the way she in-spired into her proteges a love and knowledge of flowers and plants. The kitchen team who operate the restaurant are young men of many parts. They put on a campfire show one night which exhibited real acting and singing talent.

One character in Camp Mather who brings color to life is Joe Barnes who runs the riding school. A cowboy from Arizona, Joe rode into the camp owning only his horse and saddle bags, and has become an established figure. Children whom he taught to ride, now appear at his corral with a second generation of families of their own, who listen with the

same delight as their parents to Joe's tall stories. A breakfast ride with Joe to that clearing in the mountains where fried potatoes, bacon, and coffee are served is a highlight in a holiday at Camp Mather.

Nor should we forget three other important characters—the bears who come to the garbage dump at night, and provide incentive for stalkers and camera addicts to tiptoe towards the area for a glimpse of the elusive family.



Saddle sore but happy

Mention should be made of the swimming facilities in Birch Lake, and the pool for small children, of horse-shoe courts, tennis, badminton, volleyball and softball, of fishing opportunities in the Tuolumne River, and the option of automobile trips to Yosemite Valley. Then there are hours of freedom for quiet rambling round the camp in daytime, and that seductive evening hour when you may sit and listen to the shouts and laughter of children and the music of a distant accordion. Thanks to good organization, rare people, and a beautiful setting this is a holiday to be remembered.

The camp is open from the middle of June to the end of August. Priority in granting reservations is given to residents or taxpayers of San Francisco, though non-residents may apply after one month from the opening date of booking, which is in April. Reservations may be made for not less than 6 days and not more than 21 days. Guests need to provide their own blankets and linen.

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Woman of the Month

Opera Star Irene Dalis is Native of San Jose

by Daniel Pinne

Irene Dalis, internationally celebrated opera singer, has such charm that there is little wonder she has captured audiences and has been rewarded with acclaim by the Metropolitan, Covent Garden, and the *Staatstheater* (Berlin) Operas as one of the leading young artists.

"What I have worked for and achieved," she says, "has only been possible because of unstinting support of very many people." Words of praise spontaneously escaped her when she said that the first time she crossed the stage and worked through a rehearsal at the San Francisco Opera House, she recognized the smooth organization and harmony that prevailed. Stage hands, technicians, musicians, conductor and directorate were all generously included in this sincere appreciation.

Born in San Jose, California, the youngest of five children, she found that her parents, brothers and sister were all musically gifted. It followed naturally that music was to be her destined career. The piano was her first choice and after graduation from San Jose State College she went on to Columbia University where she received her M.A. degree.

It was during these years that Miss Dalis took up 'voice.' She was fortunate in being able to study with Edyth Walker and Paul Athens, and a smile played round her lips when she recalled the odd jobs she worked at during that time to help to finance her by no means small expenses.

Armed with a Fulbright scholarship in 1951, Miss Dalis was able to study under Otto Mueller in Milan. Later, the famous dramatic soprano, Martha Moedl, hearing her sing at a student performance, arranged for an audition with the director of the Opera Company at Oldenburg, Germany. Irene was immediately engaged as the leading mezzo-soprano for the following season and made her operatic debut there in August, 1953 as Princess Eboli in Verdi's "Don Carlos."

Berlin heard of this new American star and as soon as the Oldenburg contract allowed, she was engaged by the Berlin *Staatstheater* Opera where today she is the leading mezzo-soprano. Mr. Rudolf

Bing of the Metropolitan, by arrangement with the Berlin company, was quick to secure her talent. Her curtain call reception at the "Met," as Princess Eboli was described by the New Yorker as "a frenzied ovation."

The wide range of her repertoire includes Azucena, Ortrud, Dorabella, Erda, Lady Macbeth Brangaene and Amneris. It was in this last role that she sang before Queen Elizabeth during the celebrations of the 100th anniversary of Covent Garden in June of last year.



San Francisco is home

Miss Dalis considers herself a humble custodian of a gift to be shared by all who have the opportunity to hear her sing. It is in this sense that she devotes her life to this most exacting profession. There is no resting on laurels already won nor is there room for over-confidence; but there is the joy of giving pleasure in artistic expression to the utmost of a singer's ability. San Franciscans are justly proud of this native California daughter whose sumptuous voice and operatic interpretation make critics exclaim "exciting," "brilliant," "color and fire," "beauty of tone and a noble style."

The near future takes Miss Dalis back to Berlin, the Metropolitan and Covent Garden with carefully spaced guest appearances in other parts of the world. Wherever she appears though, with stage staffs talking in foreign tongues, the thought will occur as it did when she stepped out of the plane on landing in San Francisco, "Here, I am at home."

A Back-Stage View of California Politics

by William Sparke

With increasing momentum, California's 1958 political rocket goes into orbit, carrying with it the fate of numerous candidates for office, including those of Governor and U. S. State Senator, as well as eighteen statewide ballot propositions.

On November 4, Election Day, the people, will have to decide which of these will ride successfully upon a star and how many will have to be brought back down to earth again.

In the meantime, as we gaze on the travellers in this year's political junket, and wait for the day of decision. We are likely to be assailed by a swelling galaxy of campaign speeches on radio and TV, slick billboard slogans and meteoric propaganda fireworks in our newspapers and magazines.

When we see a political candidate on TV or read about him in the press, the chances are that his appearance in facsimile or in print will be the result of a carefully prepared plan blueprinted by a political public relations campaign management agency.

Such organizations make careers out of presenting political candidates and ballot propositions to the people in the most favorable light possible. They think in terms of advertising in the popular press as well as in labor and minority publications. They must plan the how and when of radio and TV spots. They must think in terms of field operations at the grass roots level, forming committees and winning endorsements. They need to have at their fingertips all the tactical "know-how" of the device ways of politics.

In recent years, political public relations firms have multiplied in numbers to meet increasing political demands originating by California's penchant for direct legislation through the use of the initiative, the referendum and the recall. In each of these instances a proposed political move is put directly to the electorate for a vote instead of being sifted through committees in the California Legislature.

Once upon a time, the political arena of California was the province of the ward leader or "boss" who received his patronage and favors from loyal followers whom

he knew and who knew him. Today, bossism in California is practically dead — killed by gigantic migrations into the state of independent non-partisan voters who rarely have the name of their next door neighbor, never mind the friendship of the political ward leader. Too, the rapid growth and influence of mass communication media have helped bring about a radical change in the conduct of political tilts. Politicians and interest groups have become increasingly aware of the success of the skills and techniques used by commercial advertising agencies to move millions of dollars worth of merchandise. They rightly feel that advertising techniques designed to help men and women make up their minds which brand of soap to buy, can be successfully employed to persuade voters which way to vote.

Advancing technological complexities of mass media machinery have made political communication a highly specialized field. This factor, along with the rising costs of printing, display and TV advertising have forced the politician to become increasingly dependent on the services of competent public relations counsel.

An experienced political public relations firm will save money for its client by supervising expenditures of campaign funds and seeing that every dollar spent gets a dollar's worth of propaganda impact. Thus the budget is not wasted in directions which don't pay off, politically.

When hired by a candidate for office, political PR firms rarely remain mere advertising technicians. More often than not, they shoulder a policy-making role and manage their client's activities very much like a theatrical agent handles the career of an actor. Besides handling printed publicity, they arrange TV appearances, grant interviews with the press and see that the candidate lives up to the character given him by a carefully prepared build-up.

The biggest difference, however, between the program put into force by the political advertising expert and the program operated by commercial and industrial concerns lies in the "degree of success" factor. If a commercial cam-

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paign succeeds in capturing three per cent of the market it might be applauded a winner. In the political field, however, a campaign is invariably a dead loss unless its candidate is a success.

All political PR firms must face this disturbing fact. They are free to accept or reject a client. But once a campaign is initiated, a public relations agency must pit its skills and resources against similar assets held by the campaign manager in the opposite camp. There's no "place" or "show" they've got to win.

If the choice of a candidate is a poor one, skills are second rate, timing not quite right, budget skimpy or misused, then defeat at the polls is courted.

But whatever combination of causes brings about defeat, retribution comes swiftly in loss of prestige. Losing too many campaigns may put a firm out of business since clients prefer a winner and are inclined to hire an organization which has a reputation for victories at the polls.

Only the skillful, the lucky per-haps, and the aggressive who habitually bite off just as much as they can chew can survive in this dog-eat-dog arena. Continuing success however, brings with it bigger assignments, wealthier, more important clients, a swelling bank account and immeasurable political influence.

Such has been the record of the eminently successful San Francisco PR firm of Whitaker and Baxter, Campaigns, Inc. This organization is undoubtedly the most experienced and influential campaign management firm in California. By national standards, it has been acknowledged by the Public Relations Journal to be "the first campaign management firm; and they are by all odds the

acknowledged leaders in their field."

A detailed chronicle of Whitaker and Baxter victories would be long, but even in capsule form, the record speaks for itself. Since 1933 when the talented twosome of Leone Baxter and Clem Whitaker, Sr., first teamed up to defeat a referendum sought by the PG&E, they have been ninety-eight per cent successful in waging some seventy-nine political campaigns.

They have elected two Governors of California, several lieutenant governors and a flock of lesser officials. They have handed out defeats to most of the freak political schemes which have characterized California politics in past decades and they have waged a successful three-and-a-half-year, close to five-million-dollar campaign, on behalf of the American Medical Association, to defeat a national health insurance plan backed by President Harry Truman.

Leone Baxter and Clem Whitaker were the first publicists to foresee the tremendous political advantages of lobbying the electorate instead of the legislators in Sacramento. And thus they originated the logical idea of using the tremendous possibilities offered by the mass media to present a candidate or an issue to the electorate in the most favorable light possible. As Miss Baxter once remarked at a public relations conference in Tulane University, "Our conception of practical politics is that if you have a sound enough case to convince the folks back home, you don't have to buttonhole the Senator. He will hear from home and he is prone to respect very highly the opinions he gets from that quarter.

Over the past 25 years, the Whitaker and Baxter conceived method of political campaigning has been the object of study, adaptation and use by a mushrooming number of campaign management firms throughout the nation.

In this campaign year in California, many San Francisco advertising agencies and public relations firms with a flair for politics are working to elect candidates, float bond issues or urge passage or defeat of ballot propositions.

Among these are: Whitaker and Baxter, Campaigns Inc.; Harry Lerner & Associates; McKinney Associates; Gross and Roberts; Howard G. Harvey, Advertising; Howard Freeman; Lykkee-Wilkin & Associates; D. V. Nicholson & Associates; Duncan Rowan and Woods.

Report on Record Tour

Bear State Mayors Come to the Tower of London

by Milo Johnson

The California Mayors have returned from a very successful Goodwill Tour of Europe with a much better understanding of the problems that are faced by their contemporaries, problems that parallel their own, namely that of building for the future.

The Mayors were received throughout Europe with genuine enthusiasm by people who have done a remarkable job in a few short years of rebuilding cities that were crushed under the heels of power mad militarists.

The world, the British Crown jewel. The Mayors' visit to the Tower was covered by Europe's Holiday Magazine. After three days of sightseeing in London, they boarded a plane for Brussels.

In Brussels they were welcomed by Mayor L. Coormans at the magnificent old city hall on the Grande Place, the most beautiful square in Europe. After the official reception they were escorted to the World's Fair in the suburb of Wemmel, where they were welcomed at the Eagle Room of the



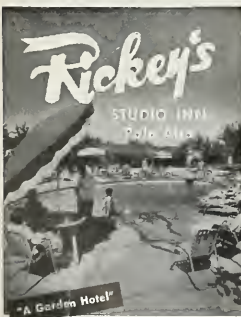
Noel Coleman (left) and Milo Johnson with befeater

In London they were greeted personally by the Lord Mayor, Sir Dennis Truscott, who welcomed them to Europe and especially to the great City of London. After an official reception at the historic Mansion House, his official residence, our Mayors were escorted to the Houses of Parliament where they met a number of England's law makers. An account of their visit was carried in the London Times, England's top newspaper. They paid a visit to Buckingham Palace where they witnessed the impressive ceremony of the changing of the guard, and to the Tower of London, where the "Beefeaters" gave special attention to the group. Here they saw the greatest collection of precious gems in the

United States Pavilion by the U. S. officials of the Fair.

The U. S. Pavilion at the fair presents a well planned exhibit of American culture cleverly combined with tokens of scientific advancement. It contains an ultramodern theater where plays, both old and new are presented in the breathtaking splendor of scientific lighting achievement. The Mayor was treated to their first glimpses of "Circarama" where one is placed in the center of the action, completely surrounded by motion pictures which create an illusion of "on the spot" participation. The only thing left to the imagination is the smell of the vegetation.

A trip through the Russian exhibit, which is right next door



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Mayors and wives leaving San Francisco airport

eatured their advancement in putniks. The walls are hung with owups of Russia's industrial ower, steel mills, and locomotive orks. There are stacks of pamphlets on every display, most all of em printed in English.

A ride on the overhead trams is ery spectacular after dark because of the view of the brilliant lumination of the World's Fair, he restaurant atop the atomium from which the entire city may be een.

An early morning flight took the ayors to Amsterdam, where they xperienced their first fall of rain. However, it cleared by mid-morning and they visited the Royal Palace and Coronation Hall. They isited the Rijksmuseum to see he fine collection of Rembrandt's aintings. Lunch was provided at he famous Five Flies Restaurant where the Mayor and other digniaries were our guests. The Mayor nformed us that the principal ode of transportation in the city vere five thousand cows and five ousand bicycles within the city imits: one bicycle for each cow.

Returning to Brussels by a late plane, our Mayors enjoyed a good ight's rest. In the morning they started their motor tour of the Continent crossing Belgium to Aachen in Germany, the place selected by Emperor Charlemagne in the eighth century as the capital of his Holy Roman Empire. Following the Rhine, they stopped at Konigswinter, beautifully situated beneath the seven mountains where Valkyries sang. Across the river lay Bonn, the capital of the West German Republic. Herr Heinrich Reisinger, Mayor of Konigswinter was guest of honor at dinner. A male chorus of fifty voices

sang German songs throughout the evening.

Continuing along the Rhine past the many hill top castles of the Robber Barons who extracted toll from the river traffic by stretching chains across the river, our Mayors arrived at the little town of Eberbach where Herr Herman Scheiser, Mayor of the town was guest for the evening.

It may be significant to note here that in every city and at every hotel where the Mayors stopped, the American flag was flying from the top of the city halls and the masts of the hotels, a silent tribute to the people of the United States.

In the morning Mayor Scheiser returned to the hotel to conduct personally a short sightseeing trip through the beautiful hills that surround Eberbach.

In Munich they were welcomed with a reception given by Herr Thomas Wimmer, Oberbürgermeister, at the town hall on Marien Platz, after which they were taken to the Hofbrauhaus, the most famous of Munich's fine beer halls. The following morning they took a side trip through the lovely countryside of Austria to Salzburg where lunch was provided at the famous Cafe Winkler, returning to Munich via the Eagle's Nest, where Hitler dreamed of his Third Reich.

Leaving Munich, they continued south along Starnberger Lake towards the Alps and Garmisch-Partenkirchen beneath the Zugspitze, highest mountain in Germany. The motor coach then climbed to the peaks of the Karwendel Range with its breathtaking views, to Mittenwald, famous for its violin industry. They then descended in dizzying spirals to Innsbruck, capital of Emperor Maximilian and on to the little town of Bol-

zano in Italy, where they were welcomed by the Mayor of Bolzano at the town hall.

Continuing through the most spectacular mountain scenery of the Dolomites, past the Emerald Lake of Carazza to Cortina D'Ampezzo, Winter Olympics Sports Center, they descended into the Venetian Marches to the causeway into Venice, where motor boats took them to the Bauer Grunwald Hotel situated on the Grand Canal. The Mayors were welcomed to Venice with a reception given by Mayor Roberto Tognozzi, and in the evening were serenaded by gondoliers. Leaving the City of Canals the Mayors proceeded to Padua where they visited the Shrine of St. Anthony, then across the Po Valley to San Vitale where they inspected the finest mosaics in the world dating from the 8th century. They continued on to the incredible mountain top republic



London policeman on beat outside the mayors' hotel

of San Marino, the oldest republic in the world.

The Mayors were presented by the two Captains Regents with scrolls and medals, and welcomed to San Marino by Professor Bigli after which an elaborate reception was provided by this little Republic.

With grateful feeling of goodwill, the Mayors left San Marino and descended to the Valley of the Tiber, where the Umbrella pines dot the landscape approaching the great City of Rome.

The Mayors paid visits to several of the great Churches in Rome highlighted by St. Peter's Cathedral in the Vatican. A reception was given by the Italian National Tourist office on Via Marghera, showing the latest documentary films of Italy. They were then re-

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ceived at a reception in the Capitol building given by the Vice Mayor, Count Paoli La Torre. This was followed by a visit to the Villa Madonna where by special arrangement a welcoming reception by the Ministry of Foreign Affairs was

(Continued on Page 22)



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Memo for Leisure

England's famed Old Vic Company is appearing for the first time in a season of Shakespearean repertory beginning September 16 at the Curran Theatre. The company, which scored a phenomenal success on its last visit to the United States in the 1956-57 season, will arrive here after a series of brilliant performances at the International Theatre Festival in Paris, the Brussels World Fair and the Edinburgh Festival.

The repertory consists of three productions which have all been outstanding successes during their runs at the Old Vic in London. They are "Hamlet," "Twelfth Night" and "Henry V"—possibly the most popular, and representative of the whole Shakespearean folio, embodying tragedy, comedy and history.

"Hamlet" opens the engagement and will play the entire week of September 16—plus two performances during the second week on the 26th and 27th—with an extra matinee on Friday, September 19th, along with the Wednesday and Saturday matinees. "Hamlet" has more than a hundred performances to its credit, having played to capacity houses throughout the whole of the past season in London. John Neville's performance in the title role won cheers from audiences in Paris and Brussels.

"Twelfth Night," which opens on September 22nd and runs for five performances, through September 25th, also formed part of the 1957-58 season in London. It was hailed there as one of the outstanding successes of the Company and was also performed at the Edinburgh Festival just before the troupe's departure for the United States.

"Henry V" opens September 29th for eight performances and completes the repertory. It is probably the greatest and best-loved of all history plays. This production was first seen in London during the Company's 1955-56 season, and its great popularity then made it an obvious choice for inclusion in the forthcoming tour.

All three plays are directed by Michael Benthall. Barbara Jefford who has just completed her second season with the Old Vic Company, will be seen as Ophelia in "Hamlet" and as Viola in "Twelfth Night." Mr. Neville will turn from the tragedy of Hamlet to the slow-witted naïveté of Sir Andrew Aguecheek in the enchanting

"Twelfth Night." Laurence Harvey, well known to movie audiences, will play the starring role of Henry V. No stranger to Shakespeare, Mr. Harvey played for two seasons with great success at the Shakespeare Memorial Theatre at Stratford-on-Avon.

The 36th annual season of the San Francisco Opera opened with the American stage premiere of the classical opera "Medea" by Cherubini. Heretofore heard in the United States only in a concert version, "Medea" based on Euripides' powerful drama has been widely acclaimed since its revival in the 1953 May Festival at Florence. The role of Medea is played by Eileen Farrell, and Jason by Richard Lewis.



Shakespearean actress Margaret Courtenay

Another highlight of this season is the combined offering in one evening of "The Wise Maiden" and "Carmina Burana" by Carl Orff, whose importance as a contemporary composer is well established. Also, in recognition of many requests, "Don Carlo," one of Verdi's masterpieces, will be performed for the first time by the company.

There will be new stage settings for "The Bartered Bride," by Smetana, and for "La Bohème," the latter in observance of the centennial of Puccini's birth.

In addition to the regular subscription series, there will be Saturday and Thursday evening performances. The season in San Francisco will conclude with "The Marriage of Figaro" on October 23. Such familiar works as "La Bohème" and "Il Trovatore" are included in the program in addition to new offerings mentioned above.

An Off-Beat Excursion Into California's Past

by Whit Henry



Lillian Russell stayed here

An altogether charming and delightful stopping place near Santa Cruz is the Bay View Hotel in Aptos. Aptos is south of Santa Cruz on the road towards Watsonville. The hotel is not visible from the seaway, so don't be in too much of a hurry if you start hunting for it. I discovered it quite by accident while on a Sunday drive, and have been recommending it to friends ever since. Fred and Elma Toney are the enterprising couple that operate this establishment that brings back memories of bygone days in California. And both of them have roots in California; they were born in Aptos. Mr. Toney's father was a depot agent there for the Southern Pacific. Mrs. Toney's mother was born in a covered wagon as it was coming over the Donner Pass to the Santa Clara valley.

They do no advertising and there are no signs on the highway to lead the motoring public to their door, but on Sunday afternoons people swarm there to partake of the well cooked and well served meals. Many of their regular patrons are from San Francisco, who find it no chore to drive down for a pleasant Sunday dinner in a quiet, restful atmosphere. There is no bar in the restaurant and no alcoholic beverages are served.

Three charming daughters assist the Toneys in the operation of the establishment and they in turn often enlist their husbands in carrying on the many details of running a successful hostelry.

The original Bay View Hotel was built in 1870 by Joseph Arano,

a French immigrant who married Augusta, youngest daughter of General Rafael Castro, owner of 6,680 acre Rancho Aptos by grant from Mexican Governor Figueroa in 1833.

Tradition has it that Mr. Arano examined every board in this building. The sturdy but exquisite furniture he chose is still in daily use.

Popular with wealthy and prominent people for over 40 years, it numbered among its guests Lillian Russell, King Kalakaua and many distinguished European visitors. It also became the village center, as it housed for a time Mr. Arano's grocery and the Aptos Post Office. But with the lumber country logged out, railroad activity curtailed, and the country in the grip of war, it went out of business before the end of World War I.

Fred Toney purchased the long idle hotel in 1944. The extensive service wing had been destroyed by fire in 1929, but the main building was intact. Ignoring the warnings of professional house movers that the job was impossible, Fred and a crew of Aptos men moved the hotel from its original site on the old highway to its present location, some 500 feet distant.

The commodes and kerosene lamps were replaced with modern plumbing and electric lights; but the antique charm of the high-ceilinged rooms was preserved. The four superb marble fireplaces on the first floor were not altered, and the old jalousies were left on the windows.

Go see for yourself. You will not be disappointed.

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Books

MEN AND MISSILES

by Jane Rawson

**WAR AND PEACE IN THE
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By Lt. Gen. James M. Gavin
Harper — \$5.00

As a professional soldier, General Gavin has oriented his whole life towards the defense of the free men of this country and their established institutions. His purpose in writing this book is to lay before the public his views about the present state of our national defense program.

Since the launching by the USSR of Sputnik I, we are used to reading striking statements and deeply concerned criticisms. General Gavin's book is much more than a further addition to this fabric of worried and excited comment. It goes much more incisively into the reader's consciousness, and has a profoundly stimulating effect.

For General Gavin is an Irishman and a poet at heart, and as well as furnishing us with an objective analysis of our defenses, the author has written an autobiography enshrining a stirring personal credo. We see the sensitive boy, orphaned at two years old, growing up in the family of a hard working, godfearing coal miner in Pennsylvania. We detect a certain basic compatibility between the future thoughtful combatant and the motherly disciplinarian whose methods combined saintly invocations with vigorous lambastings.

James Gavin grew up with a fierce desire for a first class education. With much determination he finally managed to enter West Point, and because of his limited background his years there were to make a very lasting imprint.

Now General Gavin has left the army, because he feels outspoken criticism is necessary. The criticism is contained in the later chapters of this book.

The reader comes to the final page with a great deal of regret, for he has had a delightful experience in reading. He has added to his portrait gallery one of the most engaging personalities ever encountered in the armed services. He has gained a clear view of the range of the problems which face those responsible for our defenses in what General Gavin calls "The Decade of Decision, 1955-56."

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He also has a sense of home-coming to solid earth when he finds that General Gavin's solutions lie ultimately, not in weapons, but in philosophy: "It is time we took counsel, not from our fear of communism, but from our aspirations and the promise of democracy. Our country will never be truly secure until our people hold clear convictions on some fundamental issues, and hold them closely and fiercely. Among these convictions should be a respect for the truth; a belief in the dignity of the individual; a belief in government by law, not by men; a belief in honesty and fair play, among nations as well as individuals; a belief in man's right to worship freely, and to climb as high as his talents will lift him and his ambitions drive him, held within the bounds of consideration for others and the knowledge that the common good must be served above all else."

It is the general's convinced belief that only in so far as our values are sound will our defense policies and weapons be effective.

AIR FORCE REPORT ON
THE BALLISTIC MISSILE

Edited by Lt. Col.

Kenneth F. Gantz

Doubleday: \$4.00

The reader, interested in our defenses and looking for accurate, detailed, and up-to-the-minute information about ballistic missiles, would be well-advised to study these contributions by high-ranking officers in charge of the Air Force missile program.

The Thor, Atlas and Titan are described and explained. There is discussion of the type of men, training and equipment required for handling these weapons, including an account of the part played by the flight surgeon in investigating man's reactions in the upper atmosphere and outer space.

The book is technical, but very clearly written, comprehensive, and well illustrated. It is especially helpful to the intelligent reader who wishes to gain reliable insights into our complex, present-day weapons, and it has the advantage of an excellent glossary of the technological terms daily becoming more and more essential to our vocabulary.

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PEOPLE AND PROGRESS

WOMEN IN PUBLIC LIFE

With women playing ever more important parts in public life, one of the problems they have to resolve is how to retain feminine charm and at the same time be sufficiently aggressive to keep a large meeting in order.

International Toastmistress Clubs are dedicated to meeting this challenge to the perfect secretary or the enchanting lady executive. Courses are available for each member, which will give her poise, attractiveness and self-confidence. At the same time she is trained in effective public speaking and in the handling of meetings and conventions.



Toastmistress Grace B. Hirsch

A Toastmistress is a friendly, well-informed dynamic career woman or homemaker, ready to take a lead in any valuable community service, in a world where women are more and more needed in leadership.

The Saint Francis Toastmistress Club is about to embark on a Fall program in furtherance of its aims. It meets second and fourth Wednesdays, at the Women's City Club, where it is delighted to welcome new members.

NEW PIKES FOR OLD

A Pacific Gas and Electric Company employee agrees with his company's philosophy that a working man should have "better tools to do a better job." He proceeded to develop an improved tool which won a \$1,000 award under the company's suggestion plan.

R. R. McCamish, now assistant general foreman at PG&E's electric department service center in Fresno, may make even more money from the tool which he in-

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vented—a hydraulic pike. The pike has gained wide acceptance among utility companies and is being sold in many of the 49 states, and Hawaii. Inquiries have come from firms in Canada, Puerto Rico, Brazil, the Philippines, Japan and Australia.

McCamish started working for PG&E in 1920 as a member of a line construction crew. For many years he wielded a pike which is used in setting new power poles and replacing or straightening old ones. The pike, an 18-foot wooden pole tipped with a metal spike and weighing about 20 pounds, was often hard to use in cramped places.

Poles are set in holes with hydraulic derricks and line crew members jam pikes into the pole to hold it at the proper angle while tamping soil firmly around its base. The new hydraulically operated pike greatly reduces the effort required to straighten a heavy pole.

"A very strong man," McCamish said, "could push about 200 pounds with the old pike." It would often take the combined efforts of four men to push a pole to the desired position.

McCamish worked his way up to line crew foreman. He began looking for ways to perform his work "more easily, safely and economically." He watched his men sweat on wooden pike ends and remembered his days on the end of one. He thought of his axiom, "a better tool to do a better job," and the idea for his hydraulic pike was born.

He worked evenings and week ends perfecting its design. When it left the drawing board and a working model was made, it looked like a collapsible telescope with a metal spike on the "eye" end, and a 6 by 5½-inch metal base on the "seeing" end. The pike weighed 28 pounds, stood five feet tall collapsed, and six feet-six inches expanded.

The pike operates on the same principle as a hydraulic bumper jack. One man operating the pike's handle can exert 3,000 pounds push on a power pole—15 times the amount of force a strong man can exert. The pike is so powerful, it would drive itself through the tough cedar poles were it not for a circular hilt at the base of the pike.

With a pair of the new pikes three men instead of the usual four can set a new pole in place with ease. The fourth man is free to do other work. McCamish, an old hand at the game, said: "The truck

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driver and I can set any pole a derrick can lift."

The PG&E suggestion plan committee estimated the hydraulic pike, 80 pairs of which are now used by PG&E with 20 more on order, would save \$10,000 a year. It also eliminates the possibility of pikes falling or slipping and employees injuring their backs while using the manual pike. One-third of the length of a manual pike, the new model can be operated with much greater ease in "tight quarters."

HUNTER SAFETY TRAINING

Each year avoidable fatalities occur in the hunting field. Sometimes they are caused by over-alertness with firearms, as when the inexperienced hunter fails to remember in time that a hidden movement in trees may be caused by a man in a red hat and not by a deer, or under-alertness in the management of loaded guns.

To combat these accidents, the State Department of Fish and Game in 1954 set up a hunter safety training program. The Department reports striking success in the reduction of casualties, fatalities dropping from 31 in 1955 to 14 in 1957.

111,174 persons had been trained under the program by August of this year, and in addition to a large number of certified hunter safety instructors, 250 secondary schools offer training.

AMATEUR PHOTOGRAPHERS

Many people are now reviving their summer vacations by means of photographs. If the results of their shuttercraft are disappointing, they will be interested to note that the Photography Center of the San Francisco Recreation and Park Department will now be open on Sundays from 12:00 noon to 5:30 p.m., and more frequently than before during the week.

The center is open to amateur photographers only, and while it is not a school, it does feature "quickie" courses in basic photographic skills, and enables photographers to improve between vacations.

The San Francisco Chamber of Commerce, founded in 1850, is the oldest organization of its kind in the West.

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CANINE WORLD

Because of its expressive face, the poodle is one of the most popular breeds of man's best friend. In its smaller editions—toy poodles are more than 10 inches high at the shoulders and miniatures not more than 15—it appears to pay more attention to matters of particular canine interest, and to watch the world in general with whimsical compassion.

This handy, apartment-sized dog has been bred to great beauty and perfection in the last twelve years by Jimmie Clausen of Oakland. Mr. Clausen has sold black and brown miniatures and toys as far afield as India and Japan. Statewide, he has concentrated on developing these little animals in what is probably the darkest available shade of their most exciting upholstery color, namely apricot.

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MAYORS

(Continued from Page 13)

given, after they paid their respects to Ambassador Zellerbach at the American Embassy. In the evening they were guests of the Municipality of Rome in a performance of the opera "Aida" at Terme di Caracalla. This open-air theatre seats twenty-five thousand people. The stage is large enough to use chariots with eight horses and live camels, with a cast of thousands.

Touring northward, the Mayors headed for Orvieto, famous for its golden wine, and proceeded to the beautiful City of Florence where the Acting Mayor welcomed the group in the Palazzo Vecchio. After the reception the Mayors visited the Medici Chapels, the Cathedral and the Golden Door of the Baptistery and the art exhibition in the Pitti Palace.

They continued along the valley of the Arno to Pisa and the Leaning Tower, then on to Genoa, the City of Columbus where they were greeted by Mayor Vittorio Pertusi. Sightseeing in Genoa included the cemetery of Stagliano, where graves are rented for a period of twelve years, then exhumed and the remains placed in small areas to make room for new graves.

Leaving Genoa, they turned westward along the beautiful Italian and French Riviera stopping at the principality of Monaco where our own Grace Kelly now resides. They visited Monte Carlo Casino, then on to Nice, the fairest city on the French Riviera.

Mayor Jean Medicin of Nice gave an official reception in honor of the California Mayors at the Villa Massena, inviting one hundred and fifty local officials and members of the local American Colony.

Turning north into the Maritime Alps, they drove through the most magnificent scenery in Europe to Briançon in the French Alps where Mayor Garrand accompanied by his lovely wife were guests at dinner.

Next morning they left Briançon for the Lakes of Annecy and Aix les Bains, and arrived in Geneva about noon where the Mayor of Geneva gave a reception and welcome to Switzerland. After lunch, a motorcycle escort was provided to direct our Mayors through the city and place them on the road to Neuchâtel, where another reception was given by the Mayor of that city. They were shown the three remaining dolls of Marie Antoinette. When wound up, one of the dolls draws pictures; one writes poetry and the third plays a piano.

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Continuing in the late afternoon
the Mayors enjoyed a distant view
of Mount Blanc, highest Peak in
the Alps, on their way to Montreux
and the Hotel Des Alpes. After
dinner they were taken to a local
wine cellar where the wine and
song were free. Our Mayors were
guests of the city and its people.

In the morning the Mayors were
escorted to the Castle of Chillon
made famous by Byron's immortal
poem. By gracious permission of
the Council of State of the Canton
de Vaud, the reception given by
the Mayor of Montreux-Veytaux
was held in one of the halls of the
Castle.

After lunch the Mayors con-
tinued to Interlaken where Peter
Hofmann, President of the City
Council gave a reception at the
Hotel Beau Rivage welcoming our
group to Interlaken. The following
morning a group of the hardier
Mayors made a trip to the top of
the Jungfrau, twelve thousand feet
to the perpetual snow-covered
summit where breathtaking views
of lesser peaks spread out as far as
the eye can see.

Reluctantly our Mayors left In-
terlaken to travel along the shores
of Lake Thun to Bern, the pleasant
capital of Switzerland; then on
again to re-enter France, stopping
at the City of Dijon, the town of
epicures, for wonderful food and
wine and a much needed rest.

In the morning, our group left
on the final motor coach trip of
the Continent passing through
Burgundy and some of the most
famous vineyard country in the
world, to Auxerre and Fontaine-
bleau where a visit was made to
the historic castle of Napoleon and
Josephine; then on to Paris.

In Paris, an official reception
was given by Marcel Leveque,
President of the Council of Mu-
nicipalities of Paris at the Hotel
De Ville followed by a personally
conducted tour of the beautiful
City Hall. Our Mayors were then
taken to the Place de la Concorde
where the Guilloitine stood, to the
Madeleine Church, Champs-Elysees
and the Arch of Triumph, to the
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RECORD

SAN FRANCISCO AND THE BAY AREA

THE LONG ARM OF THE LAW
MAURICE HAMILTON

WOMAN OF THE MONTH:
DORIS BENEDICT
MARY DUNNE

MILLER OF THE MUNI
WILLIAM SIMONS

TWO CONTROVERSIAL FIGURES
JANE RAWSON



Charles D. Miller and Latest Model Muni Bus

OCTOBER, 1958

DON'T THROW A MONKEY WRENCH INTO THE MACHINERY!



PROPOSITION NO. 17 is an irresponsible tax-tinkering scheme which would reduce the State's chief revenues so drastically that the vital services those revenues now support would have to be abolished or heavily curtailed, until other tax sources could be found.

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Passage of Proposition No. 17 would mean:

- State Employees' Retirement Plans would suffer badly or be eliminated, and miscellaneous functions of State government would have to be abolished or cut.
- The Legislature would have to take a meat axe to public assistance programs for Aid to the Needy Aged, Aid to Children, Aid to the Needy Blind, and Aid to the Disabled.
- Funds for State institutions—Prisons and Asylums—would have to be slashed.

Proposition No. 17 would also mean NEW taxes, HIGHER cost of living for everyone.

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OCTOBER, 1958

VOLUME 25 NUMBER 7

LETTERS

I was glad to see your comments last month in the great service that is rendered to the people of San Francisco by the Parks and Recreation Department in so efficiently running Camp Mather each summer. Specially re parents of small children grateful for the opportunity of taking away the family for a healthy and happy holiday on a restricted budget.

JUNE TILTON,
3824 Scott Street,
San Francisco

It is worthy of particular note that the Mayors of California made the pages of the London Times on their visit to England in the summer. This is indeed a compliment. It is not too often that an enterprise of our city is featured in this important European newspaper. I wonder when last San Francisco had so much space—was it in the Fire of 1906, or something later?

MARK MA,
1045 Post Street,
San Francisco

Those Independence Day fireworks on the Marina were a disgrace to the city this year. They were indeed shown up by the brilliant Japanese display to which you referred in Bay Window. I hope we are going to do better in 1959.

KATHLEEN WATSON
929 Broderick Street,
San Francisco

In your June issue you make an interesting reference to Michael Maurice O'Shaughnessy who, called in his day "More Money O'Shaughnessy", carried through the first stage of the Hetch-Hetchy project. You omitted one big name in our history to whom credit should be given.

A plaque at O'Shaughnessy Dam pays a deserved tribute to James D. Phelan, and arrests the important role he played, both as Mayor and Senator, in developing our water system for future generations. It was he who put in the original claim for land, and fought for it right through to a successful conclusion.

WILLIAM A. DAVIS
119 Skyview Way
San Francisco, 27

IS THERE A DENTIST in the car? On Friday, October 10, there arrived in front of City Hall, after a 25-day journey, a Concord coach, built like the original Butterfield Overland Mail carrier of one hundred years ago. Along with this coach, from Tipton, Missouri, over 2800 miles away, came suitably dressed and bearded passengers, a watchful, lean Indian, with deerskin loincloth and bead necklaces, and an ox-drawn chuck wagon. The tarpaulin on the wagon advertised the following services: ammunition, gunsmith, tyre-setting, horse-shoeing, locksmith, teeth pulled, shoes cobbled. At a luncheon, sponsored by the Chamber of Commerce in cooperation with local societies interested in California history and traditions, the Assistant Postmaster-General, from Washington, D.C., emphasized the progress in transportation during the last hundred years. Progress is, as usual, illusory, we reflected. True, we fly by jet in hours over journeys which took our ancestors of a century ago months: porters on the Southern Pacific or Western Pacific deliver us clean and well-brushed at our destination as we jump down from streamlined trains: aerial nymphs delight us with champagne on many holiday flights. No airline has yet, however, offered to repair our shoes: no club car features a dentist. Some things may be gained, others are lost.

CONGRATULATIONS to the Police Commission: Maury Hamilton, who wrote a story on the Police Department for the May issue of the Record, worked very closely with the then Deputy Chief of Police Thomas Cahill. In the office the other day, he gave this frank evaluation of the man who is now Chief of the Department: "In Thomas Cahill, I feel the City of San Francisco has found a

man of intelligence, tact, and hard working integrity. He has the kind of maturity needed to head the police department of a city as metropolitan as San Francisco. He possesses a sense of humor and insight that not only allows him to evaluate a situation, but to deal with it in proper perspective. Most important, he is an honest man, and, from what I could gather from his colleagues, respected as a good 'cop' (this in the best possible sense of the word) and a good administrator. Time may prove me wrong, but I doubt it. Politics being what they are, attempts may be made to change Tom Cahill, but I feel he's too tough to be changed." The Record commends the Police Commission and Mayor George Christopher for their choice. We cannot imagine anyone who would better fit the bill.

FORTY-NINE—that's our number: Bagdad-by-the-Bay has made several efforts to think up some colorful festival which would spotlight her character in the way that Mardi Gras epitomizes New Orleans. As the forty-ninth star took its place in Betsy Ross's expanded needlework, Mayor George Christopher seems to have hit the right idea: why not an annual Pacific Festival? Although he was given very short notice, Robert B. Murray, Jr., the alert vice-president of Pan-American World Airways, made an excellent job of such a festival this year. With a little persuasion we think Mr. Murray would make the festival an annual event, and we hope the Mayor will ask him to do this. If a start were made in planning right away, we feel sure that a large number of ambassadors and foreign dignitaries would be happy to check their schedules and make time to visit San Francisco for its Pacific Festival.

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Judge Harry Neubarth (Superior Court), right, and Judge Byron Arnold (Municipal Court) share gavel on day of their appointment.

Legal procedure is speeded by hard-working judges in Superior and Municipal Courts, aided by District Attorney Lynch and Public Defender Edward Mancuso

Complex Drama of Our Crowded Law Courts

by Maurice Hamilton

IF YOU ARE a California resident, it is a two to one bet that by this time next year you will have appeared in court for one reason or another. While the odds may seem startlingly short, you can bank on their accuracy because they come from a man who should know, Judge Byron Arnold, the Presiding Judge of the Municipal Court of San Francisco.

Judge Arnold estimates that in this state, with a ten million population, somewhere in the neighborhood of five and a half million people are summoned into court annually. While some of these people will appear in the Superior Court, by far the greatest number will be involved with the Municipal Court.

Countless other individuals and agencies are involved in hearings of the District Attorney's office, sometimes prior to their court appearance, at other times in unofficial proceedings which eliminate the necessity for court action.

The Superior Court is concerned with major crimes, all civil suits involving amounts of money over \$3,000, all domestic relations cases, and all juvenile cases.

The cases best known to the public, the more spectacular and publicized criminal cases which come before the Superior Court, such as fraud, abortion, grand larceny, kidnapping and murder, actually constitute a minor part of the court calendar. Last year fewer than 1500 criminal cases were heard in Superior Court, out of approximately 10,500 cases appearing before the twenty-two judges of Superior Court.

According to Harry Neubarth, Presiding Judge of Superior Court, he and his colleagues

spend the bulk of their time hearing lawsuits involving personal injury, title or property claims: as court statistician Ray Mulcrevey puts it, "money cases." Last year 54% of all Superior Court cases involved money, and the balance of the cases were mainly "domestic relations," with divorce actions predominating.

One of the most important advances made by Superior Court in recent years is the use of the Pre-Trial method of disposing of many of the technicalities surrounding a complicated law suit. Since inception of the Pre-Trial in January of 1957, the trial calendar backlog has been reduced from twenty-two months in jury cases to its present eleven to twelve month period and Judge Neubarth hopes to reduce this even further as time goes on.

The Pre-Trial method of handling a case is basically simple. Judge Preston Devine, currently presiding, calls the opposing attorneys into conference and tries to get as many concessions as possible before the case is assigned to a trial judge. Often opposing attorneys will reach an agreement that could have taken hours of trial time to argue out in court.

In divorce cases the Pre-Trial procedure has been most effective in determining how community property is to be divided and how much alimony and child support should be allotted to the wife.

Even with this reduction in time almost a year elapses before the average case is brought to jury trial, though exceptions are made when a person has to leave the area or when there are proven instances of hardship. In his hopes of speeding up the calendar, it

is the "routine" rather than the spectacular cases that concern Judge Neubarth the most, and in particular the personal injury case that make up a large percentage of the Superior Court Calendar.

As things now stand, the amount of the award depends on the discretion of the judge and the influence the case has on the jury. Thus it is that a man who sues for a lost arm may get \$70,000 while the next man with the same injury will wind up with \$5,000. Judge Neubarth would like to see this inequity solved in much the same manner that the penalties for felony cases have been standardized.

Before the Adult Authority came into being, the length of a prison term for a particular crime depended solely on the judge. The Authority now sets the length of sentence according to the nature of the crime, rather than basing time in prison on the feelings of the judge.

Harry Neubarth feels that some similar sort of impartial commission should be set up to function in personal injury cases, leaving the courts to decide the merits of a given case but not the amount of the award. With the precedent set by the Adult Authority and with the increasing pressure on law bodies and juries away from the current practice of granting huge judgments, such a commission may not be as far from a reality as it might seem.

Whether in the near or the distant future there are such changes made, in the meantime the Superior Court of San Francisco continues to function in as efficient a manner as is possible, hearing non-jury trials in a matter of days and working constantly to reduce the

number of months it takes to bring a case before a panel of our peers.

The Municipal Court is a "people's court." It is here that we take most of our minor grievances when settlement outside the court is impossible. It is here that we go to argue the validity of a traffic tag, to recover a "small claim" (less than \$150), or to bring a civil suit for amounts up to \$3,000. Here also all misdemeanor and some felony cases are tried. The Municipal Court in San Francisco was established in 1930 with 12 judges, each of whom hear from 150 to 170 cases per month. Each judge is in charge of a department and one or several of these departments may be devoted to the same type of case. Some judges are concerned with traffic, others with civil cases or criminal cases.

Traffic charges cover the bulk of offenders and may involve anything from simply arguing that a traffic tag was unjust, to a more serious "moving violation." Most of these cases start with a citation. Not everyone realizes that the tag he finds under his windshield wiper is actually a citation and that technically it is usually disposed of by forfeiting bail in the amount the violation carries.

If a violation is more serious the person receiving a citation is requested to sign it. This signing of the citation is not, as is popularly supposed, an admission of guilt. Your signature on the tag is merely a promise to appear in court.

In San Francisco, your appearance in com-

pliance with the citation constitutes a preliminary hearing. You are given an appointment time before the judge who will hear your case. Following that, if you decide to plead guilty, you are usually allowed a chance to make a statement before the fine is assessed.

If you plead not guilty, bail is set and you are given a date for a trial. The outcome of the trial will determine whether or not you must pay a fine, spend some time in jail, or both. Of course there is also the possibility of your going free.

Most traffic violations are misdemeanor offenses with the penalties relatively light, but the volume is so great, thanks to the fantastic number of automobiles on our streets, that in San Francisco the collection of money for these fines and violations is very big business.

According to Clerk of the Municipal Court Ivan Slavich, whose office is responsible for receiving bail and fine money, San Franciscans annually pay out close to three million dollars, for a variety of offenses, the bulk of this money being for traffic violations.

If you are a careful driver or a lucky one, you may not have to appear in the Municipal Court because of traffic violations. But you can still get there in other ways.

One of the most common "other ways" is to be booked on a misdemeanor charge of one sort or another. The most common of these is 152 of the Municipal Police Code: Drunk in a Public Place. During the fiscal year ending June 30, 1958, there were some 53,378

misdemeanor cases heard before our Municipal Court and of these 24,199 were for violation of 152 MPC.

Moving traffic violations accounted for the next largest number, nearly 12,000 cases. Vagrancy cases followed with about 4,900 for the year. While the vagrancy figure is dramatically small compared with the others, it will undoubtedly become even smaller now that San Francisco Police Chief Tom Cahill has decided to scrap the "\$1,000 Vag" charge that's been under attack for some time by groups concerned with civil liberties.

Other misdemeanor cases range from battery, disturbing the peace, and petty theft, on through joyriding, health and safety code violations and fish and game code violations.

There are four departments of our Municipal Court that hear misdemeanor cases, with one department hearing all the jury trial cases. Because of the more stringent laws against drunk driving (a second offense carries a mandatory sentence of at least five days in jail), persons now accused of drunk driving almost routinely demand a jury trial. Other misdemeanor offenses that were tried by a jury last year included prostitution, sex offenses, gambling, manslaughter and narcotic addiction.

The civil suits that are heard in Municipal Court must be confined to amounts of up to \$3,000, when one individual sues another, for example, for breach of contract, non-payment of promissory notes, automobile damages, rent, recovery of real estate, enforcement

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of liens or recovery of personal property.

Here neither the Police Department nor the District Attorney's office is concerned. The person bringing suit files a complaint and a summons is issued to the defendant, who then has a period of time to file an admission or a denial of the allegations in the complaint. The defendant is assumed to be guilty if he does not answer within the prescribed time. If the summons is answered, the case goes to trial either before a judge or before both judge and jury.

Not so formal but still an important function of the Municipal Court is the hearing of small claims. The small claims court was set up to assist parties in recovering amounts of money under \$150. Here lawyers are seldom if ever used. The two principals involved argue the case before the judge, who decides on the merits of the case. The small claims court affords all of us protection of certain civil rights, at a modest cost, as well as giving every man his "day in court."

As we have indicated, not everyone concerned with justice in our city, sits on the bench or in the jury box. There are those who are equally concerned with this blindfolded, scale-holding lady headquartered in a relatively new office building at 617 Montgomery

to be heard by the District Attorney's office.

If the person is rebooked on either a felony or a misdemeanor charge, it is up to the DA's office to take charge of the prosecution. While most major cities have as part of the District Attorney's office an investigative staff, in San Francisco tradition dictates that this be left to our police. This arrangement is a happy one as far as Tom Lynch is concerned; he feels that the San Francisco Police Department do an excellent job in investigation.

Another function of the District Attorney's office is the issuing of citations. Many times a municipal agency, for example the Department of Public Health, the Fire Department, the State Board of Medical Examiners, or the Department of Employment, will find some individual or company in violation of one or more parts of their particular operating code.

The agency requests from the DA a citation for the offender to appear at 617 Montgomery Street where a deputy of the DA's department will hold an informal hearing to determine the facts in the case. If the offender is determined guilty, very often an admonition is sufficient to correct the situation, and courts are saved the bother of hearing the case.

The Fraud Division of the District Attorney's office is another busy department. It

real imagination and inventiveness. One interesting case involved a man who talked several wealthy oldsters into advancing him large sums of money that he would invest in them in annuities.

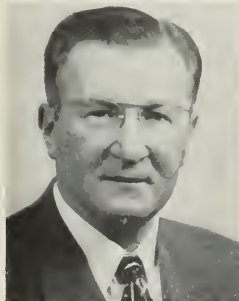
After supposedly buying the annuities, he would send each one a check for something like \$200 a month, and continue to do so for the three year statute of limitations for criminal prosecution had run out.

The DA's office handles the Aid to Needy Children program, it is involved in commitments to mental hospitals, in family relation counselling, and many other functions involving justice in a modern community.

Justice is sometimes a bulky and cumbersome process, like democracy itself. In a very unwillfulness, however, lies our guarantee of our most precious rights, and it would be improper to conclude this outline survey of San Francisco's courts, without a reference to the office of the Public Defender, Edward T. Mancuso.

The San Francisco Public Defender's office is now recognized as one of the outstanding Public Defender's offices in the nation, in that all persons accused of crime who are unable to employ counsel now receive full legal representation (misdemeanors as well as fe-

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Thomas C. Lynch

DISTRICT ATTORNEY

Street, just in back of Police Headquarters.

It is in this four-story structure that Thomas C. Lynch, our District Attorney, and his staff work constantly to keep the legal machinery of the city moving.

One of the busiest divisions of the DA's office is that dealing with complaints, for it is up to the men working in the Complaint Division to investigate all arrests made by the police without a warrant. These are termed "on view felony arrests" or "arrest on suspicion." On the day following such an arrest, the arresting officer, the witnesses and the police inspector to whom the case is assigned, appear before one of the Assistant District Attorneys in the Complaint Division.

If the facts so warrant, the arrested person is rebooked on the original felony charge, or he may be booked on a misdemeanor charge or he may be released without a charge being placed against him. In the last fiscal year nearly 4,000 suspicion bookings were made by our Police Department, each case having

functions in investigations of charges of embezzlement, bunco operators, and similar activities. The Fraud Division also looks into the matter of avoiding payment of California Personal Income Tax. Since 1951 it has been a misdemeanor to fail to file such an income tax return and in 1953 the legislature got tougher and made it a felony.

Of course the DA's office works with other agencies of the government on these cases and last year such teams turned up two major cases, one involving a Market Street arcade operator and the other a well known real estate dealer. Both cases were successfully prosecuted by the District Attorney and the real estate dealer became the first individual in California to be sentenced to a State prison for such a violation.

Embezzlements, however, constitute the bulk of the Fraud Division's work load. They range from plain stealing from one's boss, by having access to funds and misappropriating them, to the fancier bunco schemes that show

onies) by a staff of full time deputies and a investigator.

Last year it represented 5,608 defendants in the Municipal, Juvenile and Superior Court which was an increase of 25% over the last fiscal year.

In the misdemeanor field, more than 44% of the defendants were either dismissed, discharged or found not guilty. In the preliminary felony hearings, more than 36% were dismissed, or reduced to misdemeanors, considerably reducing the percentages heretofore held to answer to the Superior Court, prior to the office's having deputies in these Courts.

Of the cases heard in the Superior Court more than 19% were reduced to misdemeanor cases, dismissed, or found not guilty.

Of the defendants who pleaded guilty or were found guilty of misdemeanors, only a little over 35% were sentenced to serve a jail term. The other 65% were either given probation or suspended sentences, fined or sentenced to time served.

The lifeline of S. F. to downtown shopping and financial sections

Miller of the Muni

by William Simons



"It's work to drive — why drive to work?"

METROPOLITAN PLANNERS for years have viewed with alarm the growing post-war specter of private transportation in the city. They point out that—unless public transit is developed into proper balance—ties will continue to require such economy-draining antidotes as more street widenings, increased off-street parking, additional freeways.

In San Francisco, a city with the second highest per capita riding habit in the United States, the Municipal Railway is holding the

tide against the private transportation specter by carrying more than 16,000,000 passengers each month.

Each weekday the modern transit vehicles of the "Muni"—to use the system's colloquial abbreviation—travel 90,000 miles on scheduled routes to bring its passengers to their destinations. That's a daily distance equal to three times around the world.

Is it a convenient system? The answer lies in the fact that nine out of 10 people in this highly-congested city of hills, valleys and gen-

erally dramatic terrain live within two blocks of a Muni route.

And they are transported for a fare that is one of the country's biggest transit bargains—15¢ a ride.

Reason for the 15¢ fare is the city's official policy to subsidize transit as a necessary and essential public service. The policy is based on recognition of the Muni as a virtual "lifeline" to the downtown shopping and financial sections, an area small in size but giant in economic proportions since it com-

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If it were not for the Muni, sure traffic strangulation would quickly result in rigor mortis downtown. It's a simple matter of mathematics: An average of at least 26 autos is required to do the transportation job of one Muni vehicle. And the inescapable clincher is that the Muni moves on schedule, it comes and goes, while the autos, somehow, somewhere, have to stop and park.

To use the proudly-voiced expression of its General Manager Charles D. Miller, today's Muni is the "New Municipal Railway." The new look and improved service stem from extensive conversions from the more expensive rail operation to less costly, more comfortable rubber-tired operation of the new motor buses androlley coaches.

But even though the Muni is operating with far more modern equipment than ever before and maintaining an entirely adequate modern transit service at the lowest possible charge, it is still confronted with a progressive decline in riders. In the fiscal year 1945-46 it carried 326,007,393 passengers—66.8% more than

the 195,471,709 riders it carried in 1957-58, the fiscal year just completed.

Thus it is the challenge of decreasing use that the Muni's Charlie Miller and his staff of transit experts face in their day-by-day operation as well as in their future planning.

Miller, a true transit professional, has been in the business for more than half a century. During this time he has acquired the most literal kind of from-the-bottom-up experience.

It was back in January of 1908 that he first went to work for the old Market Street Railway Company as a repairman; he was 18 years old at the time. From then on his working years were punctuated by regular steps up the transit echelon, through the 1944 Market Street Railway merger with the Muni, until he was appointed to the top job of General Manager in 1951 on the retirement of William H. Scott.

So Charlie Miller speaks with the pride of a San Franciscan and with the authority of one of the country's great transit men when he looks out of the office window at his headquarters, Presidio and Geary, and says of the fleet-moving Muni vehicles: "It's the best transportation system in the world!"

Off the Record



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IT MEANS RIGHT TO WRECK**

Brewers & Malters Union Local No. 893

Vote NO on PROPOSITION 18

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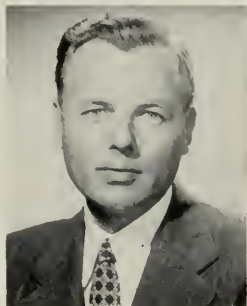
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NOV. 4

K N I G H T ☒
For U. S. SENATOR

**DON'T TAX SCHOOLS -
DON'T RAISE TAXES -**

Vote NO on 16

Proposition No. 16 is **DISCRIMINATION**. It seeks to punish nonprofit schools—Protestant, Catholic and Jewish—by imposing a discriminatory, crippling tax on them. It would increase public school taxes by shifting part of the nonprofit school burden to the public schools. It would impose new demands on money available for city and county purposes.

*Citizens United Against Taxing Schools
Protestants United Against Taxing Schools*

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EVERY THURSDAY afternoon when school lets out, fifteen lively boys, aged eight to ten, hurry to a Inviting Lakeshore district home for their Cub Scout meeting. Mrs. Donald E. Benedict, the Den Mother who awaits their arrival, sees to it that her busy schedule of managing her household of five persons and participating in church and veterans' groups, is so arranged as to free her for these meetings. Even during summer vacation, when many Cub Dens lie dormant, this large Den's activities continue.

The remarkable thing about all that Doris Benedict accomplishes is the fact that for the past eight years she has been totally blind.

How she conducts these meetings, directing the boys' boundless energy into productive channels, and assisting them in working to earn their various badges—how she manages to crowd so many constructive activities into her week—is, therefore, an unusual story.

This small, attractive woman in the dark blue Den Mother uniform, who laughs often, was born in San Francisco and attended Everett Junior High and Lowell High School. She went to work for the Pacific Telephone and Telegraph Company as an operator. Doris left work to join the Women's Army Corps in 1942, being stationed at Fort Oglethorpe, Georgia, and Camp Blanding, Florida. She attained the rank of Sergeant, leaving the W.A.C. in 1945.

Doris Benedict's disability occurred gradually, beginning in 1947 with lessening of vision. For a time light perception remained. Then that, too was lost.

Asked if she adjusted to her new world of darkness by prolonged training as a blind person she said: "No, I do not believe in that. This is a world of sight and the handicapped person must make his

own place in it."

Proof of her conviction is the fact that she allows herself no concessions in running her home. Neither telephone nor appliances are equipped with special attachments. She cooks, cleans, and launders like any other housewife. "Will I ever get through with my ironing?" she smiled, pointing to the half-filled clothes basket. Neatly finished pieces were hung and stacked nearby. She does her marketing at regular, but infrequent, intervals buying large quantities to go into the huge freezer. Organization and planning are an integral part of her busy household routine.

Doris has recently completed a four weeks' course at the Guide Dog School for the Blind in San Rafael, and she speaks with great enthusiasm of this experience. The well-rounded program even included swimming. Her Cub Den helped her celebrate her graduation. Windy, her new Guide Dog, is an 18 month old black Labrador retriever, a vigilant, intelligent animal, luckily with a fondness for Boy Scouts.

Doris reads Braille but admits that she has little time for reading. Her sense of hearing is excellent. "I can even hear the chil-

dren when they whisper," she smiles.

Her husband, Donald, was born in Seattle, Washington. He is a deputy sheriff at the Hall of Justice, and is also assigned to Youth Guidance Center, Juvenile Court. A former United States Marine, Don also served with the Army in such far-off lands as Africa, Italy and China.

The Benedicts have three lively, good looking children, Adele, 14, Gilbert, 12, and Maribeth, 10, all active in youth organizations. Adele is a Rainbow Girl, Gilbert a Boy Scout, and Maribeth a Girl Scout. Gilbert also plays the trumpet.

Mrs. Benedict belongs to the Peninsula Women's Post, American Legion, and to the Parkside Auxiliary. She has served as 1st Vice-President and 2nd Vice-President of the American Legion Auxiliary, and was also chairman of the Blinded Veterans' Association of Northern California for five years. At present she is Secretary of Spiritual Life and Devotions in her church's Circle of Women's Work.

Both she and her husband teach a 6th grade Sunday School class every Sunday from nine until ten-thirty at Temple Methodist Church

on Junipero Serra Boulevard. The family then attends church services from eleven to twelve. In the evening there are Youth Fellowship activities at the church in which their two older children participate.

Mrs. Benedict insists on leaving her Saturdays free. That is the family day.

Donald and Doris Benedict became interested in Cub Scouting when they were foster parent early in their marriage. Sharing deep love of children, they have cared for four foster children in addition to their own family. "Now I get letters from these boys, Korea and Japan," she says.

Don is Cub Master of Pack 34. Seven dens form a pack. Doris has been a Den Mother for the past five years, the only blind person conducting a Cub Den. It is typical of her good nature that Den 1, which she supervises, has 15 boys. The average den has 8 boys, just half that number.

The den has gone out on such trips as an ice-skating session father-son baseball game, and the annual Scout-o-rama. Doris has attended Cinerama shows with the boys, as well as "Around the World in 80 Days." Movies, she says, are

(Continued on Page 22)

No Wasted Days for Doris Benedict

by Mary Dunne



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A. C. McClesney, Jury Commissioner

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John D. Kavanagh, Chief Adult Probation Officer

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Virgil Elliott, Director, Finance & Records

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109 City Hall HE 1-2121
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Wren Middlebrook, Chief Assistant Controller

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223 City Hall MA 1-0163
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President, de Young Museum
President, Public Library Commission
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Manager of Utilities
James H. Turner, Designated Deputy of T. N. Bland,
Manager of Utilities

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151 City Hall HE 1-2121
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Wm. A. Labanier, 995 Market St.
Wm. L. Henderson, Secretary and Personnel Director

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Al F. Mailloux, 200 Guerrero St.
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Hassler Health Home, Redwood City
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Central Emergency, Grove & Polk

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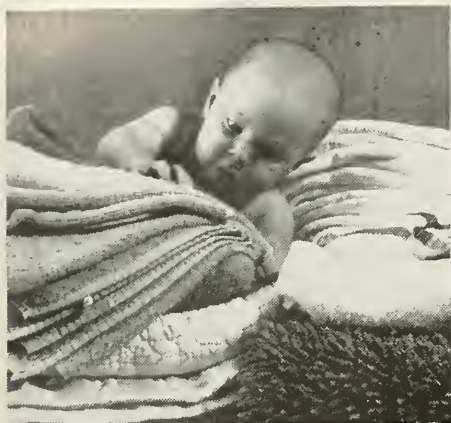
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Two Controversial Public Figures

by Jane Rawson

THE AFFLUENT SOCIETY

by John Kenneth Galbraith

Houghton Mifflin Company—\$5.00

This book causes a considerable earthquake in the economic ground under the feet of the average man. He finds himself looking out over a denuded landscape, feeling lost. If you are a professional economist, sympathetic to the views widely shared in the Harvard economic faculty, you breathe a deep sigh of relief that at last someone has begun to clear the ground. If, on the other hand, you share the views of the distinguished Oxford economist, Professor Colin Clark, then "the wigs are on the green," and you go forth to the duel.

Professor Galbraith analyzes the theories of Smith, Ricardo, Mill and Marshall, and rejects them as not relevant to present-day American society. From the opening paragraph, which includes the sentence, "But, beyond doubt, wealth is the relentless enemy of understanding," the battle is joined. If, like Professor Clark, you had a leisured youth reading Adam Smith at an English university, Professor Galbraith's readability will perhaps strike you as flashy. If, however, you feel that to gain a little fresh insight into economics will be an intelligent way of spending the weekend, even if it means putting aside Nabokov's "Invitation to a Beheading," then you will find Professor Galbraith's style on occasion excellent, as in this passage about the human tendency to laziness: "We have featherbedding unions and goldbricking workmen and slothful supernumeraries everywhere. Indeed it is possible that the ancient art of evading work has been carried in our time to its highest level of sophistication, not to say elegance. One should not suppose that it is an accomplishment of any particular class, occupation, or profession. Apart from universities where its practice has the standing of a scholarly rite, the art of genteel and elaborately concealed idleness may well reach its highest development in the upper executive reaches of the modern corporation." We ourselves much like Professor Galbraith's saucy attack.

(Our quarrel with the author, on occasion, is that when he talks about other people's theories with which he is very familiar, he is a little obscure to the less well-informed like ourselves.)

Professor Galbraith calls the contemporary ideas acceptable to the majority "the conventional wisdom." He goes on to develop the view that this conventional wisdom is inadequate for the problems of the present day, and, in truth, it does seem abundantly clear that a dispassionate glance over present day economic confusion must detect more of the conventional than the wise in our thinking. The author's major thesis is that societies prior to ours have taken for granted that poverty was the predestined, unalterable lot of many members of a society. Modern America is, in fact, the first society which could be called affluent.

Professor Galbraith reviews the governmental doctrine that the country's budget must be balanced. He also looks out over society and detects a new class. This new class is in his mind primarily more concerned to work at satisfying jobs, than to labor for the highest wage. It is much concerned to gain knowledge and education, that values may be of greater importance in life than dollars. For a government budgeting for a country energized by and satisfying to these newly-awakening citizens, obviously thinking along the lines of Professor Galbraith is eminent-ly in order. Whatever the inhabitants of Professor Clark's Oxford may be doing, here in America hard-working, resilient citizens are taking two-week or longer paid vacations looking at faraway places. They are coming back home hoping that their children recently graduated from high school can continue their education in alert institutions, either publicly or primarily financed, at the college level. The twentieth century is wonderfully inventive and, as Professor Galbraith is concerned to point out, full of worthwhile rewards for its denizens. Their access to these riches must not be



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The intelligent reader, who is also in a position of leadership in his community, will find this book "The Affluent Society" more than stimulating. In passing, we would like to compliment the professor on coming up with a title for his book as fine and evocative as that of the great classic of the science of economics, Adam Smith's "The Wealth of Nations."

ON MY OWN

Eleanor Roosevelt

Harper — \$4.00

This is a book full of ideas and insights to quicken and awaken similar streaks in more slumbrous minds. The book gives a wonderful picture of the right way to handle the later years of life: "I had few definite plans but I knew there were certain things I did not want to do. I did not want to run an elaborate household again. I did not want to cease trying to be useful in some way. I did not want to feel old—and I seldom have. In the years since 1945 I have known various phases of loneliness that are bound to occur when people no longer have a busy family life. But, without particularly planning it, I have made the necessary adjustments to a different way of living, and I have enjoyed almost every minute of it and almost everything about it."

As the word "almost" indicates in the last sentence, this book has a ring of authenticity and truth. Mrs. Roosevelt's combination of flexibility and discipline in everyday living has led her to wisdom, and this wisdom the reader may share.

Riches sparkle all through the pages. Here, on the first page, is the gist for a complete treatise on marriage: "My husband and I had come through the years with an acceptance of each other's faults and foibles, a deep understanding, warm affection and agreement on essential values."

What the reader will enjoy most, however, are probably the glimpses of scenes played by Mrs. Roosevelt and well-known contemporary figures. Her account of her visit with Khrushchev and her impressions of the Soviet Union add real facts to our armory. Her conversation and gentle admonishments about campaigning for the Presidency to Adlai Stevenson, her forthright advice that he "would not be making an error if he got a little automobile and traveled leisurely in various sections of the country," raise in the reader's mind an unforgettable image of a clever and charm-

ing woman advising a refreshingly humble and sincere politician. (Governor Stevenson comes out like a somewhat absurdly wayward pony, who just refuses to take the bit between his teeth.)

The writing throughout is terse, alive and informed. The reader cannot fail to be infected by the

vigor of the author, and whatever his political views may be, he can not fail to be enchanted by Mrs. Roosevelt herself as she looks back over the years since her husband's death, and recounts the adjustments she has so excellently made and gives a picture of the gay and valiant heart.

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PEOPLE AND PROGRESS

CITY AND SUBURBS

General Manager John M. Peirce of the five-county Bay Area Rapid Transit District warned that the Bay Area may become an "asphalt angle of freeways, highways, overleaves and parking lots" if it continues to rely solely on the automobile for the movement of people.

"We are convinced that the trend toward the use of more and more automobiles can be checked and congestion can be cured only with rapid transit—rapid transit working with the freeways and highways to provide a truly balanced transportation system."

The former State Director of Finance said rapid transit can move vast numbers of people more efficiently than freeways because a two-track rapid transit line has the carrying capacity of 30 to 40 lanes of freeways.

Noting that usable space is rapidly disappearing in the Bay counties, Peirce said he questions how much of this space can be relinquished to accommodate the movement and parking of the automobile and how much of this avail-

able space "we can afford to deny to the uses and purposes which constitute the very life blood of our area."

Peirce spoke on the subject, "The Business Community and Rapid Transit."

He described the "core area of the Bay Area as the three cities of San Francisco, Oakland and Berkeley," and said there is a mutual inter-dependence between this core and the surrounding suburbs.

"The central core of a metropolitan area," he said, "is the heart that pumps the life blood out into the suburbs. It, in turn, is dependent upon the suburbs for nourishment. But if the heart becomes unhealthy, the suburbs very rapidly become unhealthy."

"I would hazard a guess that suburban commuters earn in this central core area more than \$1,500,000,000 annually, the bulk of which is spent on goods and services and to pay taxes in the communities in which they reside."

"What would the outlying communities do without this inflow of dollars?"

"But the other side of the coin

is that the central core area would be in just as bad a fix if it did not have the skills and abilities of these commuting employees."

"The primary purpose of the rapid transit system proposed for the Bay Area," Peirce said, "is to permit the free flow of people and goods on which our very economic base depends."

He said his main goal in the months ahead will be to attempt to guide the planning of a rapid transit system "that will be so economical to build and so economical to operate that its entire cost can be met by its users."

"But even if a subsidy is required," he added, "it will be a small price to pay for the benefits which will accrue to all classes of citizens if rapid transit can protect our economic values and prevent urban disintegration."

NEW PALACE

The Palace of Fine Arts, designed and built in 1915 by Bernard Maybeck, and considered by many as one of the highest achievements of one of America's greatest architects, is again under discussion.

The Palace of Fine Arts League, Inc., with the able statesmanship of Assemblyman Caspar W. Weinberger, have persuaded the State to appropriate from available State Park funds, the amount of \$2,000,000 so that the Palace "shall be repaired and rehabilitated as close to its original form as possible."

To utilize fully this State gift of \$2,000,000, San Francisco voters must pass the Bond Issue of \$3,600,000, Proposition "B," at the polls on November 4th, by a two-thirds vote.

(Continued on Page 18)



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thirds majority.

The supporters of this proposition argue that the rehabilitated Palace of Fine Arts would not only preserve a famous, internationally known landmark, but would add more than 100,000 square feet of convention and meeting space.

If the Palace of Fine Arts were rehabilitated, it would offer 54,320 square feet of open exhibit space, smaller meeting rooms, two theaters of 1500 and 500 seats each, radio and television facilities, catering and restaurant facilities, of-

fices and administrative rooms which would not only be attractive to industry and commerce for conventions, but would be of great value to education, art, music, theater, ballet and other cultural and artistic activities.

The new Palace could become a universal educational-cultural center worthy of the great traditions of San Francisco and a logical and handsome background for great festivals in America, comparable to those of Salzburg, Edinburgh, and Bayreuth in Europe.

BUSINESS PROGRESS

Thirty large corporations—eight of them billion-dollar businesses—with national headquarters in San Francisco reported combined assets of \$34.2 billion last year, according to the San Francisco Chamber of Commerce Research Department.

Representing a broad cross-section of the national economy—including finance, insurance, utilities, railroads, shipping, manufacturing and trade—the corporations have shown an increase of \$12 billion since 1950.

A few of the corporations are among the largest in the nation. One of the banks and the gas and electric company are foremost in the country. The companies include: Bank of America, Pacific Telephone and Telegraph Co., Standard Oil of California, Southern Pacific Company, Pacific Gas and Electric Company, Crocker-Anglo National Bank, Fireman's Fund Insurance Company, American President Lines, Ltd., Matson Navigation Company.

The first Pony Express rider arrived in San Francisco from St. Joseph, Missouri, on April 14, 1850, according to the San Francisco Chamber of Commerce.

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MEMO FOR LEISURE

On Sunday afternoon, November 2, at 2:30, an exuberant program of song and dance singularly refreshing to the responsible citizen in search of relaxation after a busy week, will be offered by the famous General Platoff Don Cossack Chorus and Dancers, an attraction as familiar a part of the American scene as the National League or the Shriners Football Classic. Season after season the dashing Cossacks sing their musical journeys across the land, winning new fans, and pleasing old friends with their stirring music-making.

Their concert, scheduled for the Masonic Memorial Temple, has special sentimental significance for the company who made their American debut here in 1939 as a feature of the Golden Gate International Exposition. They have had their homes in the United States ever since and all are now American citizens.

Long before the expression Anti-Communist was known in America, these Cossacks chose exile from the country of their birth rather than live under a totalitarian ideology. The Platoff Don Cossack Chorus was organized in Prague, Czechoslovakia in 1922, two years after they had fled from their native land.

Edwin Booth, known as the Prince of Players and the foremost actor of the American theatre in the 19th century, made his farewell appearance in 1891 in a performance of "Hamlet" at the Brooklyn Academy of Music. Now after 67 years he "returns" to the living theatre in a re-creation of his life by Jose Ferrer, starring in "Edwin Booth," a new play by Milton Geiger, coming to the Alcazar Theatre for a three-week engagement, prior to Broadway beginning Monday, October 27. It is on the Theatre Guild subscription series.

This interesting new play is a co-production by Mr. Ferrer and the Playwrights' Company. In addition Mr. Ferrer has also directed the play in a unit setting, designed and lighted by Zvi Geyra, that permits the free-flowing action to occur in "America, Elsinore, Dunsinane, Bosworth Field, Mantua, Verona, Rome—and the mind of Edwin Booth."



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Current offering at the Actor's Workshop is "The Waltz of the Toreadors" by Jean Anouilh, famous for his unthoughtful plays "Antigone" and "The Lark." This latest sample of his work is a departure from the high passion and seriousness which most of us associate with Anouilh. It is a light farce, sparkling with Gallic wit about an aging general with a possessive wife and a wandering eye. Direction is by Herbert Blau, General St. Pe is played by Maurice Argent, his wife by Mara Gilbert, and a disconcerting feminine admirer who turns up from the past by Beatrice Manley.

This sort of fare is a change in pace for the Actor's Workshop who mainly present literary dramas of the classic tradition. The audience responded with gales of laughter to an entertainment which is refreshing in its gusty vigor. The run will be extended through November 22. Next production will be Tennessee Williams' "Garden District" which is scheduled to open November 28.

An outstanding international event for a three day visit November 18, 19 and 20 will be the presentation by the Theatre Vieux-Colombier of France in Racine's "Britannicus" starring Marguerite Jamois under the auspices of the Actor's Workshop in association with the French and American governments.

The San Francisco Symphony Orchestra's pre-season Pension Fund Concert featuring the famous guest pianist, Rudolf Serkin, under the baton of Maestro Enrique Jordá, is scheduled for Sunday, November 16th, at 3:00 p.m. in the Opera House.

The program will include Wagner's Prelude to "Die Meistersinger"; Schubert's Symphony No. 3 in D Major; Suite from "The Love for Three Oranges" by Prokofiev, and the highlight of the afternoon's concert, Mr. Serkin's classic interpretation of Beethoven's Piano Concerto No. 5 in E Flat Major (Emperor).

This pre-season date, November 16th, has been arranged to accommodate Mr. Serkin who is graciously donating his services for this Orchestra Pension Fund Concert and cannot appear at a later date. Mr. Serkin is the first concert artist to volunteer his talents in support of this worthy cause. The 47th Annual San Francisco Symphony Season starts December 3, 4, 5.

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WOMAN OF THE MONTH

(Continued from Page 10)

easy to follow by the voices and background music. The boys still request hearing the record "Around the World" at meetings.

Doris, who attended State College under the Disabled Veterans' plan, and accompanied by her first Guide Dog, Hale, is still eager to learn new skills. She is enrolled in a leather-craft class in the Adult School system, and she was happy about an unexpected donation of scrap leather to her Den.

"We're going to use it to make miniature cowboy chaps," she said, showing a sample, "which will serve as novel rings for the boys to pull their uniform ties through."

Her fingers moved rapidly over the cardboard pattern and the materials, as she explained how the tiny chaps would be cut out and tied together. She then described a completed project—the making of little racing "mice," from walnut shell halves on which the boys placed features, putting a marble beneath each shell, so that it could move.

Both Mr. and Mrs. Benedict have Scouters' awards. This award is no longer given to women. Doris also has received the Den Mother award for outstanding achievement. She said that another big thrill for her was receiving an orchid lei at a recent Pack dinner, a token of appreciation from the parents of her boys.

In 1957 Doris was chosen "Den Mother of the Year" for the Lake Merced District, San Francisco Boy Scout Council. A number of Scout executives, including one from the Philippines, were present as Doris received the certificates from Mayor George Christopher. At a meeting of Scout Commissioners early this year the award was again mentioned, and one of the commissioners remarked that Doris was Den Mother of Any Year.

The Benedicts' spacious, attractively furnished home contains many objects made by their son under Doris' direction at Cub meetings—a tray, picture-frames and plaques. Her ideas are numerous and original.

"One Den Mother had her boys sign a tablecloth," Doris related. "Then she embroidered the names. I wanted a similar keep-sake so I thought of this." She brought out a square of plywood the size of a large picture. The boys had signed it and then Gilbert had put his wood-burning set to good use on their names. After being shellacked it was hung up by Gilbert's blue and gold Den Chief's card, which he had earned by working with

the younger Cubs.

Doris manages her Den 5 with the same organization used in running her home. Programs are carefully planned. "Although," she admits cheerfully, "occasionally we have to forego an activity because something unforeseen arises or the boys are not in the mood."

This flexibility shows her understanding of young children.

The walls of the basement meeting room are hung with each boy's chart, marked with symbols as he advances from Wolf to Bear to Lion. Decorated cigar boxes with the boys' names on them are ready on shelves when the need arises for scissors, pencils and crayons.

Doris's sense of humor bubbles up frequently. "Did everyone remember to fill his box this week?" she asks.

"Mine is still empty," pipes up one voice.

"Like your head," she scolds amiably, calling him by name.

She knows every one of this rather new group by his voice, even by a chuckle or a single word. And her memory is an amazing storehouse of lists and notes—who paid dues, dates of future projects, who has been absent.

If the boys become overly exuberant, up goes her hand in the silence signal and they respond quickly. She possesses a rare combination of gentleness and firmness. She usually conducts meetings alone, with assistance from Gilbert. Each boy's birthday throughout the year is celebrated with cake and soft drinks, and on these occasions another Den Mother helps her.

At one meeting she was teaching the boys clever Cub Scout lyrics she had written to the tune of "Home on the Range." She also writes skits and simple dramatizations which she modestly dismisses as "not very good, but the boys enjoy them."

It is easy to see why Doris Benedict's Cub Den has a very long waiting list, and why everyone who knows her thinks highly of this fair-haired, vivacious woman with the optimistic outlook.

No one can talk to her long without becoming aware of her genuine interest in people. She minimizes self while emphasizing the good qualities in others—the kindness of Guide Dog School personnel, the cooperation she receives from her Cubs' parents, the consideration of Boy Scout officials.

One reaches the conclusion that Doris Benedict not only leads a full, rewarding life herself, but that she enriches every life with which she comes in contact.

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SAN FRANCISCO AND THE BAY AREA

CHERRY POWER PROJECT

by BILL SIMONS

TWO WOMEN IN WHITE

by EMILY BLACKMORE

ALASKA PROFILE

by DAVID BRODIE

NORTHWEST SAGA

by JANE RAWSON



HARRY E. LLOYD, CHIEF OF HETCH HETCHY PROJECT

Utilities' expert engineer, with big penstock of Moccasin Power House in background

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BAY WINDOW

San Francisco and the Bay Area

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LETTERS

I am glad to see The Record adding its voice to those of people wishing to see San Francisco become an interesting and alive getaway to the Pacific. I hope that our civic leaders will act in this matter. What we want some comparable festival to Mardi Gras in New Orleans, which will make our city inviting to visitors and give it an enhanced reputation throughout the world.

Some festival in which all citizens could be involved would deepen San Francisco's sense of community and encourage civic pride.

Wendy Watson
929 Broderick Street
San Francisco

On behalf of the San Francisco Council of the Boy Scouts of America, I would like to say how much we appreciate your story on Mrs. Doris Benedict.

Mrs. Benedict has for many years been a devoted and effective volunteer in the Scouting organization in San Francisco. We are happy to see her being accorded wider recognition.

Oscar C. Alverson
Scout Executive
San Francisco Council
Boy Scouts of America
333 Fell Street
San Francisco 2

The Public Library is often discussed in the news and recently a commission reported on the inadequacy of the city's library facilities. The librarians do a good job; it is money which is needed to enlarge the scope of the library. When is action going to be taken?

William Nelson
116 Mason Street
San Francisco

I very much enjoy the new features of the Record. I find the Book Review stimulating and I welcome the information I get from Memo for Leisure about the cultural activities of the City. I particularly enjoy the spirit of the cartoons. Congratulations to our cartoonist! The drawing of the rectangular hula hoop, captioned "Hula hoop for squares" has me laughing still.

Jack Green
1260 Noe Street
San Francisco

LEFT HAND, RIGHT HAND? Candidate Edmund G. "Pat" Brown came into his campaign headquarters at 9:20 p.m. on election night and was cheered by jostling supporters, through whom he fought his way to a platform. Starry eyes were focused on him.

In answer to cries of "Let's hear the new Governor," he felt in a left-hand pocket, and pulled out some notes. "Oh! that's my conceding speech," said Pat—a modest man always prepared for emergencies. He then delved into a right-hand pocket, came up with another set of notes, more appropriate to the victorious occasion.

Armed with these he faced the expectant audience and gave utterance to sentiments which were, to quote a favorite phrase in the Brown vocabulary, "Fine and dandy."

PRESIDENTIAL VISIT: The Muni bus suddenly drew to a stop, as it was about to cross Van Ness Avenue. Sirens were screaming. "It is the President arriving," said the operator. Everyone in the bus stood up to get a good view. The President, smiling and happy-looking, radiated the famous Ike magnetism.

When he made his speech at the Republican Party rally in the Civic Auditorium, ruddy cheeked and vital, he exhibited a bracing dual mood. He changed from engaging fatherliness to the rugged dourness of a resolute general on a difficult engagement, a switch singularly suitable on the eve of a hard-contested election.

FROZEN NORTH: Governor Mike Stepovich, in a speech which was part of the Pacific Festival sponsored by the Chamber of Commerce, Downtown Association and Commonwealth Club, pointed out that Alaska, once a remote northern fastness, was now a

close neighbor to the nerve centers of the rest of the United States and to the world in general. Said he: "We are closer to Washington today, in time required for travel, than George Washington was from Philadelphia at the time of our Constitutional Convention. We are closer in time than Washington, D. C., was to London during either of the recent worldwide conflicts."

A brief article on Page 7 comments on the resources of this newest State of the Union and its promise for the future.

CONSCIENCE MONEY: Mayor George Christopher wryly ribbed guest Dr. Harold Spears of the Board of Education at the latest monthly dinner of the Municipal Executive Employees Association. He accused the Superintendent of responsibility for raising the tax-rate, year by year, for which the Mayor's office unfairly takes the blame. While most taxpayers write unkind letters to City Hall, the Mayor confided to his audience one welcome exception. This correspondent enclosed a check for \$100, explaining that he had cheated the city of its dues, and therefore could not sleep at night. He added that, if he continued to suffer from sleeplessness, he would send the balance of what was owing.

ELECTIONEERING ETHICS: There is a line which ought to be drawn between political fighting according to the rules, and some of the wild swinging which went on in the recent campaign. We welcome the action of Board Supervisor Francis McCarry who has asked the city attorney's office to draw up a resolution forming a fair campaign practices committee, which would report to the Board when it thinks a campaign has gone beyond the limits of "normal decency."

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Lake Lloyd, formed by impounding Cherry River water behind Cherry Valley Dam



Members of the 1958 Grand Jury inspect site of new powerhouse

Water Life Line for a City

by Bill Simons

SAN FRANCISCO'S success secret to the provision of water at an economical price is the development of power resources as a by-product of the giant Hetch Hetchy System which supplies 60 per cent of the water used in the city's service area.

Today one of the finest water supply and power systems in the entire country, Hetch Hetchy was pioneered by San Franciscans with vision more than a half century ago.

It is being built under a long-established plan for the full development of the Tuolumne River watershed high in the Sierra by San Francisco in neighborly cooperation with the Modesto Irrigation District, the Turlock Irrigation District and the U. S. Army Engineers.

The development plan was legalized in 1913 when the people of San Francisco obtained a special Congressional grant—the famed "Raker Act"—giving the city the right to fully develop its water resources within the boundaries of Yosemite National Park and Stanislaus National Forest.

World War I and work on Hetch Hetchy started together.

By 1934 the water lifeline was completed. In a historic ceremony on October 2 of that year, the first waters cascaded from the 155-mile-long Hetch Hetchy Aqueduct into the classic Pulgas Water Temple which had been specially built for the occasion on the east shore of Crystal Springs Lake in San Mateo County.

At the time of the ceremony, the following tribute was paid the late, great Michael Maurice O'Shaughnessy, City Engineer during the project's sometimes frustratingly long history.

"For 22 years M. M. O'Shaughnessy labored to bring Hetch Hetchy water to San Fran-

cisco. To him, in large measure, goes the credit for this miracle of modern engineering. To him, the people of San Francisco owe an incalculable debt of gratitude. M. M. O'Shaughnessy died 16 days before he could see the fruition of his dream in these ceremonies."

The great Hetch Hetchy Project at that time was comprised of Lake Eleanor and Hetch Hetchy reservoirs, the latter impounded behind massive O'Shaughnessy Dam; the small (3,750 kilowatt capacity) Early Intake and the huge (82,000 kilowatt capacity) Mokasin power plants; and 155 miles of tunnels and pipelines.

Yet another reservoir was to be added to the project, and it—like O'Shaughnessy Dam—was to bear the name of one of the builders of the Hetch Hetchy system. This reservoir was Lake Lloyd, formed behind the Cherry Valley Dam which was completed in 1956.

The story of Lloyd Lake actually goes back to the mid-twenties when O'Shaughnessy, called in as consultant to an engineering project in Grass Valley, met a young engineer named Harry Edison Lloyd.

Impressed by the young man's performance, O'Shaughnessy induced Lloyd to look him up when the work was completed. Thus it was that Harry Lloyd came to Hetch Hetchy and to a career that brought him to one of the highest positions in San Francisco when in 1951 the Public Utilities Commission approved his appointment as Manager and Chief Engineer of the Hetch Hetchy Water Supply, Power and Utilities Engineering Bureau.

New Mexican-born (in White Oaks, February 3, 1896), World War I veteran (in as private, out as 2nd Lieut., Field Artillery),

University of California-educated (B. S. in Mining, 1921), Lloyd well remembers the early days surveying beautiful Cherry River Valley on horseback. The dam was subsequently built with some \$10,000,000 of Federal flood control funds and \$4,000,000 in bonds voted by San Francisco in 1949. And a grateful Board of Supervisors paid recognition to the proselyting fore-sightedness of Mr. O'Shaughnessy by naming the newly-formed reservoir "Lake Lloyd" in honor of Harry Lloyd.

With the additional water storage afforded by the new lake, San Francisco had a splendid network of reservoirs established in the Tuolumne River watershed. Now it turned to the further development of hydro-electric power as a by-product of and financial aid to the water supply system.

Because it was a logical step in the carefully-planned, long range development program and also because there was the threat of a raid on the city's water and power rights in the Sierra, San Francisco voters in 1955 overwhelmingly approved a \$54,000,000 bond issue for two large power plants in the mountains—the Cherry and Canyon power projects.

The first of these projects, the Cherry, will utilize water stored in Lake Eleanor and Lloyd Lake, conveying it through a pressure tunnel six miles long to a point on the Cherry River near its confluence with the Tuolumne River. Here a power drop of approximately 2,400 feet to the powerhouse will develop a peak capacity of 131,500 kilowatts.

The second plant, the Canyon Power Project, will develop a power drop on the Tuolumne River between O'Shaughnessy Dam and Early Intake Diversion Dam. At present, the

water released from O'Shaughnessy Dam flows down the Tuolumne to Early Intake where it is diverted through 19 miles of tunnel to Moccasin Powerhouse. By constructing 11 miles of new pressure tunnel connecting to the reservoir at O'Shaughnessy Dam, a power drop of some 1,370 feet can be realized at Early Intake. It is estimated that the average output of a new powerhouse at this point will be about 61,000 kilowatts.

Actual construction work on the Cherry Power Project was started during the 1957-58 fiscal year with the award of 10 construction and equipment purchase contracts totaling \$16,300,000, including \$8,136,420 for the pressure tunnel through which Lake Lloyd and Lake Eleanor water will flow to the Cherry Powerhouse. The tunnel will be 29,400 feet long, 12 feet wide, 12½ feet high. As part of the tunnel project is a smaller diversion tunnel connecting Lake Eleanor with Lake Lloyd; this will be 5,850 feet long, 8½ feet wide, 11 feet high. Tunnel work was started December 2, 1957, is scheduled for completion in June, 1960.

A \$5,230,174 contract for the Cherry Powerhouse was awarded by the Public Utilities Commission two months ago. This—the last major contract for the Cherry Project—pro-

vides for the installation of the steel pipes of the penstock for the power drop (seven feet in diameter, 2,400 feet long, composed of 4,900 tons of steel). They are being manufactured at a cost of \$1,694,000. In addition, the contract provides for the installation of two large 93,000-horsepower water wheels which are being manufactured at a cost of \$2,429,420. Two generators are also being manufactured for \$3,170,000, which includes installation at the powerhouse.

The powerhouse contract also includes the first construction phase of a switchyard at Early Intake which will combine power from Cherry and Canyon—when the latter is ultimately completed—for transmission on to users.

Completion of the Cherry Powerhouse is expected by mid-1960; the start of its operation will mark the completion of the Cherry Project.

In the meantime, preliminary studies and engineering work are continuing on the Canyon Power Project. Bids will be received the early part of July, 1958, for construction of an access road to the Canyon Powerhouse site. And that will be the first construction contract for the Canyon Power Project.

Off the Record



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Cordelia DeLaurier



Anita Magee

Two Women in White

by Emily Blackmore

IN CRISP WHITE, two gray-haired women, Miss Cordelia DeLaurier and Miss Anita Magee, vital in spirit and wise in compassion, walk the long corridors of San Francisco Hospital. In the wards they comfort the dying, relieve the suffering and reassure the troubled. They lend sure hands to harassed floor nurses and suggest simpler work methods to tired orderlies. They trundle carts of warmed blankets to Mission Emergency as the combings of a city are brought in by screaming ambulances.

They look in at the silent and shining pathology laboratory from the murky tunnel that begins near 23rd Street and in its endless length dips under 21st Street into the newest unit in the hospital group. They unlock and relocate doors leading to disturbed patients whose days are always night. They end their rounds speaking softly to women in labor, and watch deft nurses minister to the newborn. "There is great satisfaction in our job," they say.

The measure of an institution is not determined by its size or its purpose but by the spirit of those who direct it. San Francisco Hospital, a stark mass of brick buildings on Potrero Avenue, set in

lawns and gardens behind an iron fence, ranks high among city and county hospitals not only for the discernment of its medical force from Stanford and the University of California but for its devoted nursing service. Miss DeLaurier and Miss Magee in their years of duty there have become a living legend, a paradoxical legend.

Because of the exacting duties and heavy responsibility of her position, a supervisor of nurses often becomes inhuman and tyrannical. These two, however, have maintained their charm, and speak in low musical voices and twinkle with humor; smiles have patterned the lines of their faces.

Miss DeLaurier, evening supervisor of all hospital personnel from 3:30 p.m. to midnight, is from British Columbia. Her brown eyes sparkle as she tells how her mother in Acadia shared with Longfellow's heroine the surname of Bellefontaine and migrated to Nova Scotia as Evangeline did. Mr. DeLaurier came from Quebec.

Miss DeLaurier graduated from San Francisco Hospital Training School in 1929. "The emphasis was on nursing," she says, "not on theory. Discipline was strict, but it is only good manners and obedience in one's training. Nowadays

some of the young nurses confuse discipline with servility instead of realizing that it reflects the pride the nurse should take in skillful work. Col. Frick was superintendent of the hospital then, and Dr. Norman and Dr. Wilbur had also been army men so that the medical staff maintained the same discipline expected of us.

"I specialized in obstetrics, and from the outpatient clinic I answered night calls to deliver babies." She still loves children, and now receives her greatest pleasure outside of her work in taking groups of underprivileged youngsters into the country to enjoy the freedom of woods and fields.

When asked how the hospital had changed through the years, she said, "We are more crowded now although we have fewer patients. When I began working here in 1930 we used to have a patient census of around 1150, for with no Blue Cross or other insurance far fewer people could afford private hospital care. The present crowding came about by the necessity to turn wards into laboratories and supply rooms. I have been here during epidemics and fires but my worst experience was V-J Day; victims of the rioting and carousing streamed in so that we had to use every possible facility."

Miss Magee is the assistant evening supervisor, and in her modesty wishes to be mentioned only as Miss DeLaurier's assistant, but she is no one's shadow. Taller and more slender, she shares Miss De-

Laurier's attachment to the hospital. She always knew she would be a nurse. "There was nothing else for me." She has worked at San Francisco Hospital since 1933.

"I was born in San Francisco as my mother had been, although my father came from Massachusetts. I graduated from Lane-Stanford School of Nursing at Stanford University and I was fortunate to be there during the transition from using student nurses as menials to their elevation into a recognized professional group; I don't mean keeping the patients' rooms tidy—always a nurse's duty—but washing windows and scrubbing the corridors and kitchen floor."

Miss Magee, too, specialized in obstetrics and also in pediatrics. "Dr. Lucas, a great pediatrician, honored me by selecting me as the first nurse he assigned to Stanford Convalescent Home for Children." Her cornflower-blue eyes soften as she remembers. "I also did public health work and helped to train Red Cross Volunteer Nurses' Aides. I was always blessed by association with fine people."

She speaks of her off-duty hours, "I've taken up gardening and I love it. I find that such plants as African violets require the same careful nursing as a premature baby."

These two dedicated women have brought strength and grace to the city and county hospital where their own high standards remain a prototype for the more recently graduated nurses who serve with them.

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PROFILE OF ALASKA

by David Brodie

WHEN THE GAVEL bangs to order the Democratic and Republican National Conventions in 1960, Alaska, latest new state in the Union, will be for the first time proudly participating in choosing the nominee of its party. When the roll call of the individual states blares forth, Alaska will be announced second only to Alabama.

Alaska is one of the world's largest and least populated areas. Its 571,000 square miles are almost twice the area of Texas. On the other hand, the population is under 100,000 in comparison to the one Star State's over eight million. It is a huge land mass at the northwest extremity of the North American continent, between the Pacific Ocean on the south and the Arctic Ocean on the north. Its jagged and indented coastline thrusts itself westward to a peninsula on the Bering Straits. At this point it is only thirty-five miles from Siberia in the U.S.S.R. When most people think of Alaska, they think of freezing cold and snow and ice. They think of a barren land of tundra and little vegetation. Yet much of Alaska has a mild climate, not unlike that of any other of the American states, with just a little more than the average amount of rainfall.

The largest city is Anchorage, with a population of around twenty thousand, and growing. It is a center for the fishing and mineral industries and an important marketing and supply point.

Juneau is the capital and is of considerable scenic beauty, lying

between Mount Juneau and Mount Roberts. It is a port of entry with the asset of an ice-free harbor.

The difficulties of communication, previously one of Alaska's most troublesome problems, have been overcome by air transportation. Almost every town has an airstrip.

The scenery of Alaska has a wild, awesome, primitive beauty, delightful to the ever-increasing number of tourists. It has fiords and glaciers, forests and mountains. It is a fisherman's paradise. Its waters teem with trout, whitefish and salmon. Sportsmen come here to fish in small numbers and commercial fishing is a major industry.

Alaska has also great mineral wealth, and a large revenue from fur-trapping. Lumber is an important factor in the economy.

Farming is gaining in popularity. There are thousands of acres of good potential farmland between the mountains and the sea, and under the protective slopes of Mount McKinley, where they are shielded from the violent gusts of regional winds.

The U.S.A. has owned Alaska since 1867, when it was bought from Russia for the sum of seven million dollars, by the much-maligned Secretary of State, William E. Seward. The bitter critics at the time said it was a worthless investment, and called it Seward's Folly in derision. It has actually turned out to be one of the biggest bargains in real estate this country has ever indulged in.

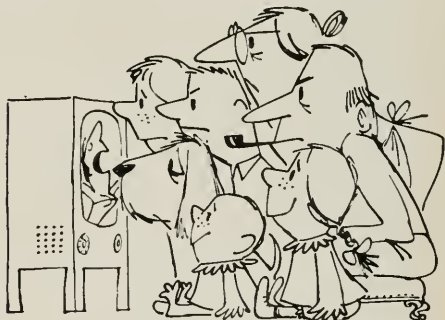
World War II brought a period



Governor Mike Stepovich of Alaska (right) and James A. Michener (second from right), author of "South Pacific," were among the principal guests of the recent Pacific Festival in San Francisco. Here they are shown at a Press Club Gang Dinner in their honor with (left to right) Tom Barbour of American Airlines, dinner host; Marie A. Hogan, secretary of the San Francisco Chamber of Commerce, who was in charge of arrangements for the Pacific Festival Grand Ball in the City Hall rotunda, and Jim Wornack, Chamber publicity manager, who coordinated festival publicity and was dinner chairman.

of prosperity to the region in building supersonic air transport makes Alaska a near neighbor. She will

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PEOPLE AND PROGRESS

CHUN PI'S AGREEMENT

The Bank of America wished to use a painting by a Formosan artist, Huang Chun Pi, for its Chinese calendar of 1959. A lengthy legal document was drawn up in English to cover all aspects of the contract. This Chun Pi pored over for some time, and finally decided that a simpler document would satisfy

ice, we wish his press releases came out earlier. The release about the Sunday collections was dated October 24. Unfortunately on Sunday, October 19, we went to mail our letters and found the time of collection crossed out. This caused us to be puzzled and frustrated, since we not unnaturally concluded that the Sunday collection had been cancelled.

ACCOLADE

The San Francisco Chamber of Commerce invaded Southern California this year to select its "Livestock Man of the Year."

Roger Jessup of Glendale, one of the State's outstanding milk producers and distributors and a Los Angeles County supervisor for almost 24 years, is the honoree. The presentation was made during the Grand National Livestock Exposition here November 1.

In addition to his dairy interests, Jessup is also noted as a beef cattle producer, and for his many civic activities. He is presently serving as president of the California Association for the National Cowboy Hall of Fame.

KANGAROO LEAP

Australia will enter another exciting era in its long commercial aviation history one day next spring when a giant Qantas 707 jet airliner lifts off a San Francisco runway for its home base at Mascot Field, Sydney. It will be the first of the Qantas fleet of Boeing jet airliners and Lockheed Electras to be delivered to the Australian airline which has opened its North American headquarters and San Francisco district ticket office on Union Square, 350 Post Street.

While workmen put the finishing touches on the modern Union Square offices, in Sydney the first steps were being taken to handle the running and maintenance of the great jet planes of the new era.

At the Sydney airport new runways, hangars and workshops have been built, pilots and aircrews are being tested on the latest training apparatus that simulates actual flight down to the last detail, air hostesses and flight-planning staffs are making world trips, months in advance.

Qantas and its famed Flying Kangaroo emblem in mid-1959 will add jet power to its worldwide leaps that take it 15,000,000 miles each year to eighty cities in 27 countries on five continents.

PARKING SPACES

San Francisco will need nearly 40,000 new off-street parking spaces by 1962, the Parking Authority has reported.

Since the Authority was created in 1949, it has helped build 3,620 parking spaces; private garages have opened 6,997 and about 2,520 more stalls, to be built under government-business partnership, are in the planning or construction stage. Private companies are reported planning 7,197 more garage spaces.

In 1953, the Authority said, 93,396 cars passed through various off-street parking garages then in existence and by last year the figure had grown to 728,221.

A 1,000-car garage is to be constructed under the north portion of the Civic Center at a cost of \$4.5 million with work on the project

ORIENTAL BREVITY

him. We were told by an informant of the Bank of America that Chun Pi's agreement (which we reproduce) reads from right to left and top to bottom: "I present one of my humble painting creations to the Bank of America to be used by them for their calendar. Huang Chun Pi, August 12, 1958."

We have unbounded confidence in the Bank's monetary activities, but having a Chinese associate who works on the Record, we decided to check with him the material in the document. We are pleased to report that the Bank of America is as sound linguistically as it is in matters of finance.

QUICKER MAIL

Postmaster John F. Fixa has advanced the times of Sunday mail collections by from 30 minutes to an hour, in order to make better train and rail connections. This will put forward the delivery time of the mails.

Mr. Fixa saw to it, therefore, that the old collection times on the yellow cards for Sundays were crossed out, while new cards were being prepared to be installed in the city's 1,700 mail boxes as rapidly as possible.

While we are pleased that Fixa is improving the Sunday mail serv-



John F. Fixa



Roger Jessup



ni Quant (left), Vincent W. Van Gogh (center) and Netherlands Consul-General Willem van Tets surrounded by masterpieces of \$8,000,000 exhibition

cheduled to begin next month. colors of Vincent van Gogh, which and for the \$5.4 million garage at the M. H. de Young Memorial Museum in Golden Gate Park. t 1,000 stalls at Sutter and ckton Streets.

IMMORTAL VINCENT

A bright page in San Francisco's story as the cultural center of e West has been added by the exhibition of a \$8,000,000 collection paintings, drawings and water-

will be on display through Nov. 30 at the M. H. de Young Memorial Museum in Golden Gate Park.

The 155 pictures included in the show are the largest collection of this great Dutch artist's works ever to appear here. Many of them never have been displayed before in America and most of these masterpieces have never been seen in California.



Albert E. Schlesinger, Chairman Parking Authority of S. F. (left) with Robert S. Lamborn of William J. Moran Co., at opening of new garage.

That San Francisco has been chosen as the first city on the Pacific Coast to view this notable art collection is in line with the city's tradition of welcoming creative arts. The van Gogh collection is a fitting sequel to the fabulous German and Vienna art treasures, as well as many distinguished smaller exhibitions, which have appeared here in recent years.



Mayor Jensen of Sydney (left) and Mayor Christopher cut metal ribbon to open Qantas building. Behind Mayors are Robert Smith and Hugh Birch.

DUE COMPENSATION
A brand new concept in training a child to earn and save his money, developed by a young Oakland couple, is presently being introduced to the toy and gift market. Known as "Chore Board," this combination of toy and teacher is being welcomed by parents and educators alike as a much-needed means of divorcing youngsters

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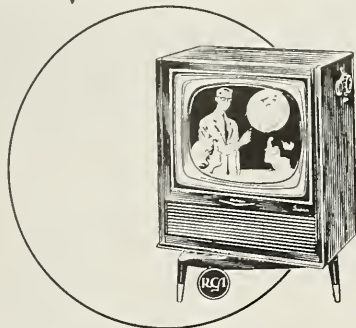
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from the ubiquitous television set long enough to perform the household tasks that have been assigned them, and a pleasant method of training small fry to think in terms of earning their allowance, rather than merely accepting it.

Frank and Margaret Doupnik of 4290 Piedmont Avenue, Oakland, conceived the first "Chore Board" to teach their own children that an allowance is more than a "hand-out," and that as an integral part of the family unit they had an obligation to their home in terms of



Lorrie Doupnik puts the allowance she has earned in her Chore Board while her mother watches. (Photo courtesy Carwin Hansen, San Francisco News.)

simple household tasks. Doupnik, an industrial builder, made a twelve inch square laminated board marked with the days of the week across the top, with six rectangular spaces down the side for filling in the desired tasks. Opposite the rectangles were slots to receive the coins which provided his son and daughter with an add-
(Continued on Page 12)

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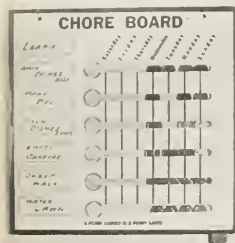
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PEOPLE AND PROGRESS

(Continued from Page 10)

ed incentive to perform their "chores." The tremendous amount of favorable comment elicited from other parents, as well as little Bob's and Lorre's friends, encouraged Mr. and Mrs. Doupnik to market the "Chore Board" which has now become practically a full time business for both.

Chore Board combines not only the idea of earning but has the additional value of showing children that it can be fun to save. A removable coin slot tab has been added to the board so that at the week's end the child receives the pennies, nickels and dimes he has earned, and can usually be encouraged into starting his first savings account with all or part of his Chore Board accumulation.

Chore Board has been adopted by adults for many uses, too. It is ideal for keeping the coffee money straight at the office, for church savings programs, for club programs, for putting aside for the new barbecue, or mother's new hat, or for any of the multitude of needs for saving.

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The stereotyped, unromantic, custom-staled fortunes on the papers have been replaced by philosophical inspiration notes. (Books do not exhaust words; words do not exhaust thoughts), common-sensical bits of advice, (Wine should be taken in small doses, knowledge in large), as well as many of the more gay and delightful of the old-fashioned, good-luck prophecies. The folded cookies are also being packed four in an elegant box, to carry announcements of weddings and other important family happenings, as well as advertisement announcements from

(Continued on Page 15)

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Drive to the Northwest — a Region Big with Promise

by Jane Rawson



LAND OF GIANTS

The Drive to the Pacific Northwest
by David Lavender

Doubleday—\$5.95

The unexplored northwest of the American continent was notable for a quality which terrorizes the timid, but challenges the intrepid—bigness. The rivers, the trees, the spaces, all were out-sized. The personalities, who finally came to grips with this territory, were of mythic proportions too. David Lavender in *The Land of Giants* has caught the authentic flavor of the development of this terrain.

The author's splashy, large-canvas technique will not please the stylistic technician in literature or the scholarly historian. It will, nevertheless, bring home to the less well-informed a vigorous, exciting picture of the lusty, self-centered pioneers, who are responsible for the inspiring vitality of the contemporary northwest. One of the purposes of historical knowledge is to give perspective in charting the present: this book is of invaluable resource to the individual interested in the present-day potential of this region.

He will be warned by the placer miner's crude exploitation: "Rush in, clean up, get out." He will learn from the fascinating account of

the Western River's first stern-wheeler, John C. Ainsworth, the value of alertness, sound exploration of the problems involved, a certain cynicism in dealings with fallible fellowmen, and creative ability, when new tasks are being undertaken. Above all, from this book, he will realize that the successful opening of new territories, whether commercial, intellectual, or philosophical, depends on vision.

This book brings to the reader a sweeping view of the vastness of the effort involved in opening up this region which has grown so rapidly. It emphasizes the resilience, ingenuity and the sheer energy of both will and muscle that underpin western history. The story of the "baddle," Henry Plummer, who bedeviled Idaho and Montana and was finally brought to book by the local vigilantes, is a warning to hesitant and inert citizens.

As the reader assimilates the contents of these 450 factual pages,

he will respond to their scope. The book opens with an account of the graceful galleon, Drake's Golden Hind, raiding the Spanish ports of Valparaiso and Callao de Lima, and subsequently vanishing north. No rattle of cutlasses or drunken swashbucklers' oaths are overheard, and one knows from the start that imaginative overtones of derring-do and high passion will have to be supplied by the reader himself. The terms having been made, David Lavender goes to in a big way. The factual material, the geographic boundaries are beyond first hopes. We begin in 1579, with the English sailing north from Panama. We end in 1952, when Governor Bowman milks a cow in a barn on a newly-settled farm, made possible by irrigation from the new Coulee dam. It is an impoverished imagination that cannot bring color to these bald facts. After a certain massacre of white men by Indians in the Umatilla valley in Oregon, we are given

an account of the Catholic priest Father Brouillet, going out alone save for a single Indian interpreter, to bury the corpses, solace the bereaved, and plead with the Indians for peace. It is not too difficult to visualize the poignant scene.

One clearly delineated tragedy in the book is that of the Indians as the forlorn way in which the way of life is gradually devitalize by the advent of the white man and his ambitions.

Like all early history, that of the northwest is a violent story of human greed, self-interest, and exploitation of the weak and under-terminated, salted by the efforts of justice-loving, doughty spirits, who saw beyond the present to a splendid future. As the author says in his final sentences: "For always the far corner of our land has been a region big with promise. It still is." San Franciscans will wholeheartedly agree.

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A third generation of the Louie family learns from grandma Chin Shee Louie d grandpo Wing the secrets of the fortunes in Lotus Fortune Cookies at the Lotus Bakery, 436 Pacific Ave. (Photo courtesy Bob Klein, San Francisco News.)

PEOPLE AND PROGRESS

(Continued from Page 12)

venturous firms like Joseph again.

The folded cookies travel as far away as Chicago, Minneapolis, Salt Lake City. Most of the restaurants

San Francisco's Chinatown carry them. The diligent promoter aiding this firm at the present is nie Louie, who, with three broth-

ers and three sisters, is the second generation to work there. Ernie studied business administration at college, and delights in developing new ventures. At present he imports baskets from Hong Kong which he fills with packaged lichee nuts, jasmine tea, ginger, as well as cookies. The baskets are in the form of sleighs, parasols, Christmas specialties, boots, bells and trees, and other artistic shapes.

Memo for Leisure

Opening on December 30, the Beryozka Russian Folk Ballet will give a series of seven performances at the War Memorial Opera House.

Celebrating its tenth anniversary, it comes from Moscow to the United States for the first time. This lovely company of dancers—all women—cast its spell over Paris on three different occasions. The dazzling beauty of a Northern reel, the infectious rhythm of a troika are blended in a delightful program with touches of great beauty and enchantment.

On January 26 Julie Harris, one of today's most exciting young actresses, comes to the Curran Theatre for three weeks in "The Warm Peninsula," a new comedy-drama by Joe Masteroff. A play of today with its scene laid in Miami Beach, "The Warm Peninsula" tells the engrossing story of Ruth Arnold, a girl who goes looking for the fulfillment of a dream and finds, in the end, that she wants reality.

Ruth Arnold will undoubtedly prove to be one of the most appealing roles Julie Harris has ever

played. Seeing her in it, one can not fail to think of her former successes and how different it is from any of them.—Frankie Adams, a fourteen-year-old tomboy in "The Member of The Wedding," the amoral Sally Bowles in "I Am A Camera" and the heroic and spiritual Joan of Arc in "The Lark," in both of which she was seen here, the easy-of-virtue Margery Pinchwife in "The Country Wife," and her performances on television for the Hallmark of Fame in "The Good Fairy," "The Little Moon of Alban" and "Johnny Belinda."

The Actor's Workshop opens on November 28 with "Garden District" by Tennessee Williams. The evening's entertainment consists of two plays: "Something Unspoken" and "Suddenly Last Summer."

San Franciscans will thus have an opportunity of seeing a distinguished work which has had success in London, New York, and Los Angeles. It has been described as a superb drama of poetic Grand Guignol. Here it will be directed by Vincent Porcaro.

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DECEMBER, 1958 - JANUARY, 1959
VOLUME 26 NUMBER 1

BAY WINDOW

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FEB 3 1959

(PERIODICAL DEPT.)

BALKANIZED BAY AREA

We are all for the bold and far-sighted proposal of the Bay Area Council for the establishment of an overall authority to ordinate and operate the Bay Area's seaports, airports and bridges. In a period of rapid change, with explosive population growth facing our nine counties, there is a need for a will to adapt ourselves to extended horizons and a new stride of life.

The New York Port Authority, which operates bridges, tunnels, airports and terminals, is an inspiring example of a regional authority which serves successfully a growing metropolitan community. Our Balkanized Bay Area shows up in comparison like an out-moded balloon in the jet age.

The project for a Bay Area Authority enjoys the endorsement of an impressive array of business and labor leaders. It is commended in the weighty Coverdale and Colpitts report on the grounds that it is desirable for the economic welfare of the Area and its people, that it is practicable from an operational standpoint, and that it is financially feasible.

We know of no better New Year's resolution for the people of the nine counties than to pledge time and energy to the tenacious pursuit of this goal which can be reached only after much necessary debate and negotiation.

AIRLINE TERMINAL

Our new airline bus terminal at Taylor and O'Farrell Streets is a welcome addition to the facilities of San Francisco. Its 40,000 square feet of floor space includes not only

ticket offices for eight major air lines, but the local headquarters of the U.S. Passport Department, a studio for taking of passport photographs, shops and a restaurant.

This modernizing of our until now old-fashioned and cumbersome machinery for processing passengers is a hopeful sign for those of us who are perturbed by a stiffening of the joints which has held back San Francisco from fully seizing its opportunities.

A WORD FOR A CITY

Whatever new face an economically unified Bay Area may exhibit, of one thing we may be sure—the city will remain. It was good that in Boston Mayor George Christopher put in a powerful word for the much-abused city in our American economy, and went so far as to propose a Federal Department of Urban Affairs headed by an official of Cabinet rank.

President Clark Kerr of the University of California is an ally of Mayor Christopher in defence of urban civilization, which he rightly claims to have an immense future because of the intensifying of industrial development. "The city," he asserted in a recent address, "is man's most natural, most advantageous habitat, an exciting place to live, providing more opportunity for self-fulfillment than any other."

We see no reason—particularly if Police Chief Cahill can subdue the activities of gunmen who invade domestic parties—why the Bay Area should not see a metropolitan renewal at its heart, together with an expansion of life in the complex of counties to which San Francisco is extricably bound.

LETTERS

I hope the success of the California Mayors' Tour of last summer will encourage further good will gestures of this kind. The Record has through this tour contributed to the spread of international good will at a time when personal relationships at the grass roots level are of utmost importance.

Maybe a tour to the Scandinavian countries and the Soviet Union would find many eager to take part. The Mayors were given exceptional opportunities to extend their knowledge of the real life of the people whom they visited, and to get behind the facade which is shown to the tourist. It will be good to extend the project.

MICHAEL KLINKNER
484 Oak Avenue
San Bruno

Must those ugly candles appear again on Christmas celebrations in Union Square? The one redeeming feature at the festive season is the Salvation Army Christmas Tree. It is time we citizens raised a protest at the rude and unimaginative decoration which threatens to become an annual habit at the gathering place where crowds enjoy the singing of carols. Why not revert to traditional trees?

BARBARA GARDIN,
1466 Noe Street, S. F.

Your article on "Two Women in White" by Emily Blackmore painted a vivid picture of Cordelia DeLaurier and her assistant, Anita Fagee, who have rendered devoted service in San Francisco Hospital. It is good to see the spotlight on constructive work of this kind which is too often forgotten or ignored.

J. M. KUCERA,
1280 Pine Street, S. F.

There is much talk about the desirability of attracting conventions to San Francisco. Why do we not make a New Year resolution for 1959 that we will brighten our city? San Francisco is in danger of losing its glamour and charm. There is so much that could be done to make our city festive—more sidewalks, flower beds, flower borders, flower walks, flower coffee stalls like flower barrows, trades with color and pageantry. All we need is some guidance and inspiration from the top.

CLAUDE KILGORE,
1626 Yosemite Ave., S. F.

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Governor Brown and Chief Justice Phil Gibson walk through crowd to speaker's stand.
Courtesy S. F. News

Governor Edmund G. Brown's career has been shaped against a San Francisco background

Top Performer of 1958 Enters the Big League

by Alan Tory

THE SLENDER YOUTH, who was still a year away from his law degree, helped the blind man onto a trolley car, found a seat for his friend, and on the journey home asked explanations of legal points which had arisen in court that afternoon. He wanted to learn all he could, and prized the opportunity of feasting from the mind of Milton Schmidt, one of San Francisco's most brilliant and able attorneys.

Day after day, for a small emolument, during the whole of the past year, the eager apprentice had led this blind lawyer in and out of courts, accompanied him from his home to work, done research for him. The money wasn't much, but it helped in getting through evening law school, and the hours he spent watching the workings of a fine legal mind were beyond price.

Edmund Gerald Brown was destined to spend three more years in this employment two after he had officially joined the profession, to enter which he had worked since he left Lincoln High.

In those days he was physically a lightweight. The memory was still fresh of his making the 100 lb. basketball team at school, where he attained his first elective office—yell leader and secretary of the student body.

Even then, the characteristics of the man to be were emerging—a willingness to listen and learn, a pleasure in leadership, a quality of patience ready to wait for opportunities.

One often told story which came from the home of Uncle Frank Schuckman, whose ranch in Colusa County the boys delighted to visit, went back to Abraham Lincoln. One of the family forebears was among those who carried the body of the great Republican President to his last resting place.

Perhaps it was this echo from the Civil War era which induced the fledgling lawyer of twenty-three to offer himself for election for the first time as a Republican. His opponent for the office of Assemblyman was Ray Williamson, former inheritance tax apaiser in the State of California.

In this campaign Brown had to find some way of distracting the attention of the voters from his youth and inexperience, so he chose as his slogan: "Twenty-three years in the district." Williamson won, and young Pat went on to more political fights and to a change in party allegiance.

He became, as the world knows, and our expert daily newspapers have fully recorded, S. F. County District Attorney and Attorney General, from which office he has now taken the big step to the Governor's mansion in Sacramento. Here, on 16th and H Streets, the noise and fury of the traffic compared with the peace surrounding his Bay Area home is a symbol of a change from the charted course of Attorney General with its comforting precedents, to the inescapable initiatives and garish spotlight of the Governorship.

We doubt if the cold hand of protocol will succeed in cramping the style of the essential Pat Brown, who remembers Milton Schmidt, and specially welcomed on the night of November 4 the congratulations of Uncle Frank Schuckman, now ninety, and the oldest Mason in Colusa County.

As we see it, a combination of Irish charm and German tenacity have helped to bring Pat Brown where he is, and a good sense of humor will preserve him from the politician's peculiar occupational disease of arrogance.

Quite obviously his new role will demand qualities of leadership, decision, and independence, whereas his success in the Attorney Generalship hinged upon consultation of authorities and the choice of a good team. As in his last office, he is surrounding himself with competent men. He is likely to display, as he has done in the past, a sense of timing and strategic acumen which is no small part of the art of government.

Time will show whether he is a man who can match himself against the mountains of major politics, and his friends in proudly wishing him well on the eve of the new

Sacramento drama will hope that, as he has grown from lesser to bigger jobs, he will



Contemplating the art of government
Courtesy S. F. News



Governor Brown is sworn in by Chief Justice Phil Gibson

Courtesy S. F. News



Senate victor Clair Engle greets gubernatorial victor Edmund G. Brown

Courtesy S. F. News

veal the magic power which is needed to lead men.

At the inaugural ceremony Brown declared: "Not for twenty years and only once before in this century, has a Democratic

Governor (Culbert Olson in 1939) made an inaugural address to the Legislature. And not since 1889 has there been a majority of Democrats in both houses of the Legislature.

He recommended a twelve point legisla-

tive program which emphasized the need for development of State services, and promised to submit detailed messages later on three major problems — the budget, the water crisis, and labor reforms.

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The Dignity of a City Demands Well Stocked Functional Public Libraries

THOSE OF US who have been familiar with good libraries over many years have some sort of picture of swinging doors opening into a warm, well-lit room, probably with mellow woodwork and copies of old masters, and archways leading to stacks of books, unimaginable numbers of books stretching into unbelievable distance—reading matter for the whole of a lifetime.

Somewhere hovers a librarian. If we think back a good long way, maybe there is a quiet, small-boned creature with a velvet neckband and spectacles that run up and down efficiently on a piece of elastic; maybe, it is a lanky, thoughtful young man. Perhaps in these days we think of crew-cut Phi-Beta-Kappas and young women with Socratic intellects and the appearance of airline stewardesses. Always, however, the librarian has a charming and welcoming smile.

There is no mystery. What makes a good library? Three things: lots of books; good librarians; appropriate premises. Unfortunately, all three are very costly. If a library is unsatisfactory the basic reason for its inadequacy is usually lack of money.

Recently there have been criticisms of the library facilities of the City of San Francisco. In 1958 a survey was conducted for the City Library Commission by Emerson Greenaway.

In its introduction, the resulting report states: "The Library has been hampered over the years by lack of funds, by lack of trained

librarians in sufficient quantity to do the work needed, by lack of books and by a Main Library in which it is impossible to function efficiently and effectively."

The last three defects stem from the first, and it is to be hoped that the city will see its way to appropriate substantial funds for the development of library services.

Highlights of the report are: the creation of a committee of fifty to assist the library commission in securing a broad base of understanding; recommended major changes in organization; long range plans for the rebuilding of the main library; within the next 5 years, an increase in the annual budget to \$2,200,000.

The report contends that: "The San Francisco Public Library can be developed in quality and effectiveness only to the extent that the people of San Francisco wish it to be. This calls for thinking and action on the part of all those involved in the various component parts, the citizens, the city government, the city librarian and his staff."

In a survey of the responsibilities of the City Librarian the report comments: "The City Librarian, for a city the size of San Francisco, cannot possibly handle an organization the size of the San Francisco Public Library without top-level assistance. He must be free to plan the overall work and growth of the Library. He must have time to work with the Library Commissioners, the various officers of the city government and the many civic

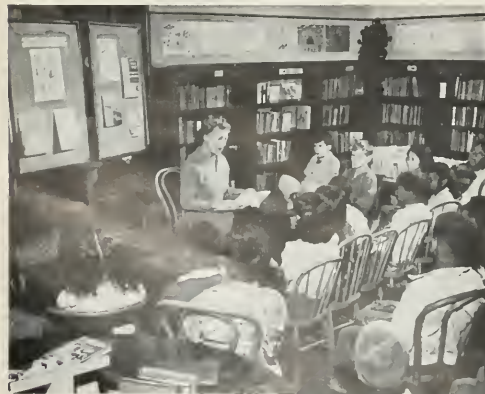
leaders and groups interested in the Library. He must have the necessary time to meet every new opportunity as well as every new problem."

An important criticism of the Main Library building is that it is not functional. The report states: "Central libraries designed prior to 1933 have uniformly created terrific building problems in trying to design functional modern library service programs for library service today. No large public library in the United States faces a worse problem in this respect than does San Francisco. For both service and psychological reasons it is imperative that something be done and done soon—to the Main Library."

Ideally a new building should be built but land and funds are problems and it would take years to arrive at a solution. The second best thing would be to tear out the interior of the present building and to rebuild it and at the same time, extend it to Hyde Street. This will have to be done in time.

The third alternative, and it is only expediency, would be to departmentalize, reorganize present services, to relight and redecorate, and to place more books on open shelves. This temporary expediency would pay off in efficiency, convenience and public relations."

The Library has a big challenge before it. Not too long ago, we heard one of its Public Relations staff members stimulate a great deal of interest in the work of the Library.



Above—Marino Branch Library opened 1953.

Left—Mrs. Marjorie Ford, head of children's department of Main Library, conducts a story-telling session.



LAWRENCE J. CLARKE
City Librarian

Also recently we hesitantly asked the reference department to check an article written about ten years ago in a small periodical: we hesitated to ask for this information because we know how understaffed the Library is and we felt qualifications as highly specialized as those of the FBI were needed for this particular project. Within an hour our requested information came. On its lean budget, our Library does remarkably well. It is up to the city and its citizens to get behind it.

A library is in the last analysis simply a place where people can borrow books for reading. It is here that they discover the magic that "draws children from play and old men from the chimney corner" including chimney corners on Skid Row and play with switch-blades. Not many weeks ago, as we were leaving the Main Library, a visitor from Boston asked us with raised eyebrows if this non-functional, old-fashioned edifice were indeed the principal public library in San Francisco. We look forward to the day when even Bostonians will gasp in admiration before our library facilities.

Off the Record



"There must be a violation here some place."

ROBERT E. THOMAS

ROBERT E. THOMAS & ASSOCIATES Engineers

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TOP PERFORMERS OF 1958



TULA CHRISTOPHER

As wife of San Francisco's Mayor, she preserved magnanimity, poise and charm through a year of political fireworks.



NORMAN SUTHERLAND

President of P.G.&E., he spear-headed the construction of the first privately financed atomic power plant in the U. S.



MELVYN CRONIN

Superior Court Judge, who pricked the bubble of Beatnik pretence in telling Eric Nord to get a job, stop bumming.



DICK NOLAN

He successfully took over Art Cohn's column in S.F. Examiner in March 1958, has punch, candor, nimbleness of mind.



GEORGE KILLION

President of American President Lines, he achieved endorsement in Washington to build a trans-Pacific superliner.



JOHN B. RODGERS

Partner, S.F. office, Skidmore, Owings & Merrill, who were associate architects for fine Civic Center Development Plan.



ABIGAIL VAN BUREN

Her witty "Dear Abby" column in S. F. Chronicle, born in 1956, furnished the material for a best-selling book.



ALAN K. BROWNE

President, S.F. Chamber of Commerce 1958, he attacked recession problems with optimism, gave strong leadership.



BEN LINSKY

Air Pollution Control Officer, he has piloted an open dump burning ban which roundly beat opposition in the courts.



ROBERTA FENLON

President-elect, S.F. Medical Society, this California Professor is first woman to be named to the office in 90 years.



CYRIL MAGNIN

President, Board of Commissioners, S.F. Port Authority, he led drive for bond issue of \$50 million to modernize port.



TOM FRANKLIN

Crisp, forceful newscaster for KRON-TV, he is an engaging M.C. to S.F.'s drama and an irresistible Shell aficionado.



EDGAR F. KAISER

President of the Bay Area Council, he proposed a far-sighted economic plan for a co-ordinated Bay Area Authority.



MILTON MARKS

Republican Assemblyman for the 21st District, he bucked Democratic tide to become noted newcomer in politics.



EDWARD T. MANCUSO

As Public Defender, his work received praise from the Grand Jury for aid to courts and representing of defendants.



GENE McATEER

Moved from sphere of city government into State politics through his election as Democratic State Senator for S.



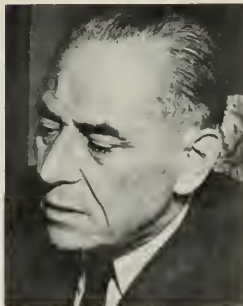
ENRICO BANDUCCI

Opened a new coffee house on Broadway with tables on sidewalk, showing how S.F. might emulate the charm of Paris.



FRANCIS McCARTY

Spearheaded drive to bring the Giants to S.F. and to establish a functional airline terminal in the downtown area.



WALTER HEIL

Director of De Young Museum, who thought up and carried through record breaking spectacular Van Gogh exhibit.



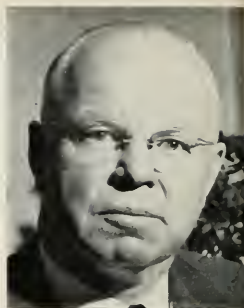
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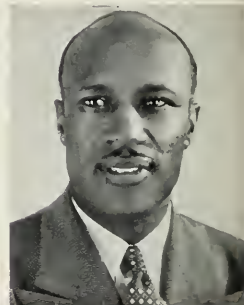
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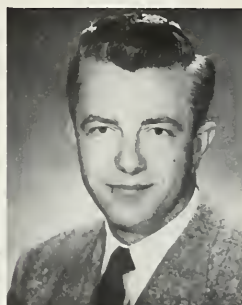
JOHN W. BUSSEY
Judge, Municipal Court



THOMAS CAHILL
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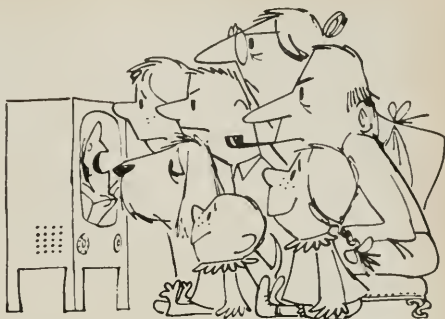
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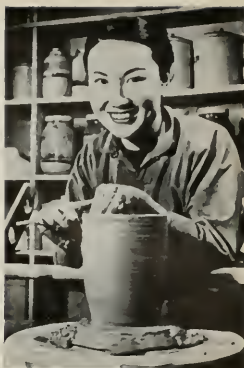
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DOuglas 2-8376 San Francisco

*Snow fell on San Francisco in the year when
this famous fifth Chinese daughter was born*

Jade Snow Wong is Ceramic Artist, Author, Traveller

by Daniel Pinner



At work in her studio

It is a rich experience to meet Jade Snow Wong, author of the best seller, "Fifth Chinese Daughter." The visitor is revitalized by the overflow of her concentrated industry, and encouraged by her gentle assurance which, no doubt, spring from the subtle and catalytic combination of a Chinese family upbringing and an American education.

Her autobiographical book, translated into over fifteen languages including Chinese, Telugu, Japanese and Arabic, is an intriguing story of her young life as one of a family of eight children in a Chinese household in San Francisco. Now in her own successful and renowned studio at 410 Pacific Avenue, she devotes all the daylight hours she can spare, and often those of the dusk, to ceramic art.

Mills College, across the Bay, is proud of this outstanding alumna, who includes in her experience a particularly distinctive honor. She has been chosen by the U. S. State De-

partment to tour the Far East as an unofficial ambassador to explain and to demonstrate one of the many important roles played by peoples stemming from many differing races in the free way of life under American democracy.

With products of her own design and creation around her, she talks happily about her present family life. She is now Mrs. Ong, and it is interesting to compare the ways her children are brought up now with the fascinating account of her own childhood. It is no surprise to learn that while propriety and decorum are emphasized still, the individual desire is heeded as well as the family wish. Discipline is evidently not lessened by a parental hug and display of affection not found in the older traditional Chinese family circle.

The account of how Jade Snow came to make one of her exquisite bowls lined with glowing Chinese red and inscribed with a poem composed by her father, brings an in-

timidate contact with Oriental culture. The story appeared in "Holiday" Magazine in December 1956, one of many absorbing articles written by this much traveled author-artist. She and her husband had just returned from guiding a party of Americans on a cultural tour of Japan.

A glance at the itinerary of a tour of the Far East they concluded last year, brings them into the forefront of experts who know what a visitor to foreign lands should see and do. It was astonishing to learn that one member of this year's tour was over eighty years. The infinite care and pre-planning ensured a most successful journey without one untoward incident. Japan, Hong Kong, Burma, Malaya, Indonesia, Australia, New Zealand, Suva, Honolulu were included in the full, aptly-named "Adventure Tour."

The ceramic kilns and experiments in new colors and design that were in progress at the studio,

demonstrated what unusual and yet complementing activities are engaged in by Mr. and Mrs. Ong. The artistic creation of beautiful ceramic and lacquered copper work seems to go naturally hand in hand with the professional planning of travel, enriching in itself.

The discriminating owner of a signed piece from Jade Snow Wong's studio should know that her work is in many permanent collections including the Metropolitan Museum in New York, the Detroit Institute of Arts and the International Ceramic Museum of Faenza, Italy. Even in this busy life, time has been found by Mrs. Ong to serve honorarily on many civic committees. At present she is a member of the Chinese School Board.

With inimitable Chinese poetic love of nature, her given middle name commemorates the snow that fell on San Francisco the year she was born.

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Books

A TIME OF CRISIS

by Jane Rawson

LANDMARKS OF TOMORROW

by Peter F. Drucker

Harper & Brothers—\$4.50

During the last twenty years Mr. Drucker has lived in the United States. After a European education, including graduation in law, Mr. Drucker was successively foreign correspondent, economist attached to an international banking house, and professor of politics at Bennington College. He is at present management consultant for some of the large companies in this country.

Mr. Drucker is essentially forward-looking. He is the individualist educator who likes to visualize as clearly as possible the society of the future for which his students must be prepared. Realizing that contemporary society is liable to cataclysmic changes, as a sensible economist and advisor, he strives to be aware of the directions from which these changes are most likely to come.

In his new book, "Landmarks of Tomorrow," he takes a basically realistic attitude to the scope of the individual's role in society, and a basically optimistic approach to possible and probable lines of solution for social problems.

He emphasizes that we now experience a world view totally different from that of previous years, while retaining mental attitudes suitable to the viewpoint of the last three hundred years. He opines that our experience is the basis for artistic perception, philosophical analysis, and technical vocabulary.

We, therefore, have a contemporary practical approach to life, accompanied by a completely outdated set of intellectual furniture, and as a result planning for the future and our approach to theoretical problems must both be confused.

Mr. Drucker stresses some immediately desirable reorientations of intellectual viewpoint. Nineteenth and early twentieth century ideas of human progress are outmoded; we live in an age not of progress but of innovation. The old idea that an individual loses identity in contemporary collectivist societies is also of no further signifi-

ficance: in the society of the future, if it is to develop soundly, the more fully a man develops his individuality the richer will be his contribution to society. Similarly as material benefits accrue, man will become less materialistic, because he can concentrate his energies on other things.

Mr. Drucker is able to make helpful suggestions about educational and governmental improvement. In the field of education, particularly he has some very sound ideas.

Mr. Drucker is at his least convincing when he analyses contemporary political changes in the east. His crystal ball mists with frustrating patches when he asks questions about the Orient.

What Mr. Drucker's book does beyond doubt, is to make helpful corrections to our angle of vision as we look at besetting problems. He exposes the antiquarian mythology many of us treasure as modern ideas, because of the change of view in the last three centuries. He spotlights the ephemeralism of Fabian Society thought patterns and collectivist secularism. Finally he offers as this optimistic tack: "A time like this is not comfortable, secure, lazy. It is a time when tides of history over which we have no control sweep over the individual. It is a time of agony of peril, of suffering—an ugly brush, hateful, cruel time at best. . . . But ours is also a time of new vision and greatness, of opportunity and challenge, to everyone. His daily life as a person and as citizen. It is a time in which everyone is an understudy to the leading role in the drama of human destiny. Everyone must be ready to take over alone and without notice. . . .

It is a time of change and challenge, new vision and new dangers, new frontiers and permanent error, suffering and achievement, in time of overlap such as ours, the individual is both all-powerless and all-powerful. He is powerless, however exalted his station, if he believes he can impose his will, though he can command the tides of history. He is all-powerful, no matter how lowly, if he knows himself responsible."

GOOD NEWS FOR OUR SMALL BUSINESS MEN

by Glenn Graves

A rule granting the opportunity for small businessmen to gain a federal tax benefit is now part of the Internal Revenue laws.

If a corporation is formed under certain prescribed rules enabling such organization to file as a tax-option corporation," generally a substantial saving may result.

This is a radical departure from laws that governed corporations. In main it permits corporations that come under such rules to report corporation income as partnership income. Normally this will do away with the double tax feature that all corporations must now follow. That is, the corporation pays a tax on earnings and the stockholders pay a tax on dividends.

Under the new law the corporation eligible to effect this savings will report income to the shareholders without tax on the corporation, and the shareholders will treat the amounts they receive as dividends. The amounts so received by the stockholders will not be considered self-employment income.

The stockholders will for the most part receive no dividend credit or retirement income credit on the payment of such dividends. They will, however, receive the benefit of the long term capital gains advantages for most corporate long term capital gains, and they will be able to deduct corporate operating losses.

Strict rules have been established to permit a corporation to take advantage of filing as a "tax-option" corporation:

- 1) The corporation must have only one class of stock. That is, all par value stock or all no par value stock. It cannot have common and preferred. It cannot have both voting and non-voting stock.
- 2) There must not be more than ten stockholders.
- 3) All stockholders must consent to the corporation filing in this manner.
- 4) All stockholders must be individuals or estates. They cannot

come under this rule if stockholders are trusts.

- (5) Income from interest, dividend rents, royalties, annuities and gains on sales of securities cannot exceed 20 per cent of total income.
- (6) There can be no non-resident alien as a stockholder.



GLENN GRAVES

Well-known San Francisco newsman and accountant of 530 O'Farrell Street

- (7) It cannot be a member of an affiliated group eligible to file a consolidated return.
- (8) It must be a corporation created under the laws of the United States, a state or a territory.
- (9) It cannot have more than 80 per cent of its gross receipts from sources outside the U. S.

This means that many businesses now operating as individual owners will find it to their advantage tax wise to incorporate and take advantage of the law.

Before making this move the advice of a qualified tax consultant should be obtained. While normally it would work to the advantage of individual members of the corporation, there are some unanswered questions.

One of the first that looms is, how will state taxing agencies treat "tax-option" corporations?

In California a recent ruling is to the effect that the "tax-option" corporation will be ignored. This

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mean! It will be treated exactly as in the past. Earnings in the form of dividends will be taxed to the individuals only when received, as the state tax rate is low, it will not generally work to the disadvantage of individuals.

Under the new federal law earnings will be taxed to the individual when actually and "constructively" received, but will not be taxed when actually received, if received in a later year.

One other factor may work to the advantage of "tax-option" corporations. That is expense accounts. These have become a source of disputes with the Internal Revenue. Under a recent Internal Revenue ruling an individual will not have to itemize such expenses on their tax return as long as he is required to account for such expenses to the corporation and he claims no amount over reimbursement.

Only careful scrutiny of the business aims of the tax-payer made by a tax consultant will determine the advantages and disadvantages of incorporation.

We believe that our readers will welcome this extract from an address by the General Manager of the S. F. Bay Area Rapid Transit District before a recent meeting of the Real Estate Board. It raises questions that will not stay long for an answer.

GROWING CONGESTION PROBLEMS OF S. F. AND THE BAY AREA

by John M. Peirce

AS A NEW YEAR BEGINS and we look to the future, I think it is vital that all of us recognize that San Francisco and the surrounding counties are fast approaching a congestion crisis. The consequences of this crisis could be economically and socially disastrous to every resident, but they will be immediately and particularly felt in the field of real estate.

As you know, property has little or no value for any purpose if it is not accessible to people. Its value increases in direct proportion to the number of people who have access to it and who have inducement to take advantage of that accessibility.

Thus, good accessibility is the key to real estate values, and real estate values, in turn, are the key to a healthy and expanding property tax base.

Primarily, the property taxes levied against real estate produce benefits which protect property values. I refer to such governmental functions as police protection, public health, sewage disposal

and many others. There is little question about the desirability of property owners paying taxes to protect their property rights and benefits.

Yet, property taxation, if carried to excess, can destroy the very property values it is designed to protect. For this reason it is necessary to keep property tax rates and taxable valuations within reasonable limits.

This involves on the one hand the economical and efficient expenditure of property tax monies, and on the other hand the maintenance of an equitable and broad tax base.

I want to place special emphasis on the need for protecting the property tax base against the encroachment of property tax exemptions which arise when governmental agencies take property off the tax rolls. The more restricted the tax base becomes through use of land for tax exempt purposes, the more onerous the property tax burden becomes for those property owners whose prop-

erty remains on the tax rolls.

It is clear, then, that any threat to good accessibility and any unwelcome reduction of the property tax base are threats to the healthy functioning of our community — a threat to our business and industry, our cultural attractions, our jobs and our people.

Today, real estate values, the property tax base and the health of our Bay Area communities are being threatened by congestion that grows worse with each passing day. This is not an assumption. It is a cold, hard fact, observable to anyone who drives the free days or bridges or city streets — particularly between seven and nine in the morning and four and six in the evening.

Having recognized this problem then, we must seek its cause and then work out a solution. The cause of our growing congestion problems is, without question, the private automobile. I say this with no hint of derogation, for all of us recognize the great contribution to our economy of the automobile

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This view of a tangle of slowed-down traffic is familiar in the Bay Area, where population keeps perpetually ahead of parking space accommodation and the construction of freeways.

its firmly established position in the American way of life and the esteemed place it has achieved in the hearts and minds of our citizens.

But I think we must begin to realize that the automobile is not sacrosanct. It is a means to an end—not an end in itself. It is merely the latest—and admittedly a very popular—development in the evolution of transportation.

When the Bay Area began in a grouping of small settlements on the rim of the Bay a little over a century ago, the horse and the small boat were the major modes of transportation. They were entirely adequate because of the small population and the short distances involved.

But then the Bay communities began to spread out as each new arrival built his home just past the home of the settler who arrived before him—a process which, incidentally, is still going on.

The electric streetcar and the ferryboat soon replaced the horse and the small boat, facilitating and accelerating the outward expansion of towns and cities. Finally, the private automobile came upon the scene with its convenience and its ability to go anywhere, anytime at the press of the foot on the accelerator. Again, population and development exploded outward.

But with the attributes which all recognize, the automobile also brought a seemingly insatiable demand for space for movement and parking—new freeways, expanded highways and city streets, and massive parking areas sprawl-

ing on the ground, rising in skyscrapers above the ground and extending below the ground.

Thus far, even though we have spent hundreds of millions of dollars, we have not been able to keep up with the automobile's demands for more and more road and parking space. The experts, noting the uniformly fantastic predictions for increases in our population of people and automobiles, say we will never be able to catch up—that congestion will become worse, instead of better, no matter how much money is spent.

San Francisco is an excellent example of what I am talking about. The central traffic district comprises about three square miles in the center of the city. In the decade from 1947 to 1957 the number of motor vehicles entering and leaving this district increased by about 40 per cent. Yet many experts fear that the number of people entering and leaving may not have increased because of the decline in use of public transportation. In other words, the number of cars and congestion increased but the number of people—the real indicators of intensified economic activity—may have remained static.

Such findings demand that we begin to re-examine the system of moving goods and people which has sprung up around the private automobile to determine whether too much emphasis has been placed on this one mode of transportation and whether public transportation does not have a vital role which it can play.

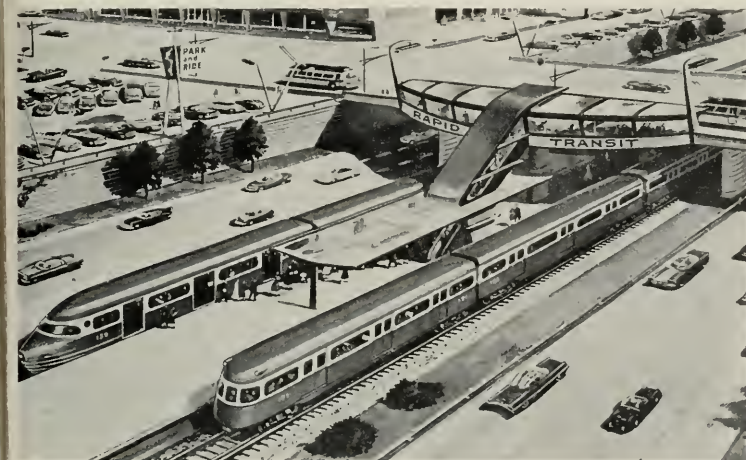
This is the context in which we must seek a solution to our congestion problems.

It seems to me that we have only two alternatives. One is to seek to find some way to provide for the movement of all people for all purposes in automobiles. The other is to seek to provide the best, most efficient and most economical combination of facilities for both the automobile and rapid transit.

Recently, the National Institute of Real Estate Brokers of your National Association of Real Estate Boards published a booklet entitled "Public Transportation and Your Community." If you have not yet seen this comprehensive publication, I commend it to your immediate attention.

In a foreword to the booklet, John J. Herd of Philadelphia, one of the Nation's leading realtors, had this to say:

"The informed realtor can awaken the thinking of real estate owners, the business community, the public, and local government to the importance of transportation in preserving the established business areas. It is most important that owners of large real estate holdings and the substantial merchants decide for themselves the merits of public transportation and then, one way or the other, becomes vocal. The realtor can explain the need for coordinated transit, embodying as it must both the centers of population and the suburban areas which generate much traffic. Real estate and transportation are inseparable."



How happy life might be if all Bay Area communities were served by rapid public transit. Instead of the irksome driving on congested highways, commuters would enjoy journeys to work.

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PEOPLE AND PROGRESS

BETHLEHEM STEEL

The steelwork for Bethlehem Pacific's new general offices at Sacramento, California and Davis Sts. in downtown San Francisco has risen to the half-way point, seven floors above street level.

And unfolding before the gaze of sidewalk superintendents is the skeleton of a unique construction which is making its debut in San Francisco for the first time. The office floors of the building appear to be cradled between 16 free standing exterior columns. These will eventually rise 210 feet from the street level. At the seventh floor, the silhouette of this design is already apparent.

The exterior columns are built up from heavy steel wide flange sections with reinforcing plates and stiffening channels which have been shop riveted to the flanges, making a slender steel shaft capable of bearing a load of approximately 1,484,000 pounds per column. Earthquake forces are partially transmitted to the inside core by a built-up box girder section. Where these girders connect to the exterior columns, they are haunched to a depth of four feet.

In designing the building, the architects, Welton Becket, F.A.I.A. and Associates, followed the desire of Bethlehem Pacific to eliminate all column obstructions along the outside wall of the building. Complete flexibility is achieved for interior offices which can be planned on a modular system using movable metal partitions to enclose any desired space.

When the building is completed, the steel shafts will be covered by white marble, and will actually be located several inches from the exterior walls of the building. The glistening white shafts and their placement impart a strong structural feeling of steel to the edifice. These will be offset by spandrels of charcoal gray granite trimmed with stainless steel. The glass panels set on 5 foot module will be composed of gray plate glass. The imposing structure rises from an elevated terrazzo platform, 2½ feet above the sidewalk level.

While Bethlehem Pacific erection crews continue to place steel for the next seven floors, construction crews for Swinerton & Walberg, the general contractors, expect to complete the basement exterior walls next week. Demolition work will also begin on buildings across the Davis Street side of the job



Riveters on the job

site where Bethlehem Pacific plans to build a 300-car capacity garage.

Six floors of the Bethlehem Pacific general offices will be available for leasing as downtown office space in addition to some of the garage area. The building is expected to be ready for occupancy late in 1959. Structural engineers for the Bethlehem Pacific building are Haycs & Little and John A. Blume & Associates. The mechanical and electrical engineers are Dudley Deane & Associates.

SAFETY EXPERTS

The safety of the citizens of San Francisco is one of the concerns of Abbot A. Hanks Inc. This firm of engineers, chemists and metallurgists tested the concrete for "Mole Hall" to make sure that Larkin Street would not fall on the heads of conventioners. It has recently tested concrete and steel for the bleachers of stadiums at Balboa and Funston. When St. Mary's garage was constructed, it checked the amounts of sand and cement in the different loads of concrete.

The company is now engaged in

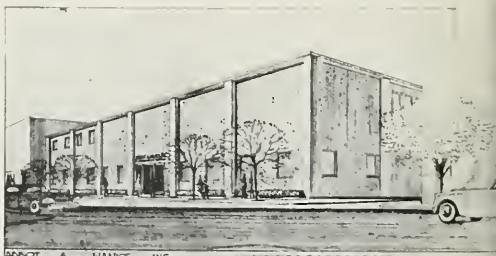
testing the soil under the construction work at the airport for American Airlines, to check the compaction. It also checks the fill to see that it is solid enough. The safety of the new Bank of America building at 11th and Market and the San Francisco International Airport is partly insured through the tests performed by this firm on the concrete used in the buildings particularly in columns.

Recently the firm has been testing concrete on its own behalf, for a new building to house its varied laboratories, at the corner of Filbert and Sansome Streets. Designed by John Lyon Reid, this elegant structure has rough-surfaced, "exposed aggregate" wall panels, separated by columns of regular concrete. It will be opened for use in 1959.

GRAND JURY REPORT

The retiring Grand Jury of 1955 complimented the Board of Permit Appeals in its December report. It pointed out that the Board in its actions encompasses many phases of our City and County government, and each year its decisions involve many millions of dollars in property and construction. Its principal role is to provide a channel whereby appellants may seek justifiable relief without resort to expensive and time-consuming lawsuits. Any citizen, upon payment of a nominal filing fee, may appeal actions of city department regarding permits and licenses, and, as a last resort, the decision of the Board of Permit Appeals likewise may be appealed to the courts.

"It is our belief," the report sums up, "that the citizenry have through the Board of Permit Appeals adequate recourse for a full



Abbot A. Hanks Inc. New Laboratories

and impartial hearing of their permit and grievance without undue expense and delay."

In 1953, the Planetarium's special student shows were inaugurated; some 20,000 students from



CLARENCE J. WALSH

President 1958 Board of Permit Appeals



PETER TAMARAS

President 1959 Board of Permit Appeals

ASTRONOMY EDUCATION

The country's pronounced need for basic science education for young students has been much in the news in recent months, but the California Academy of Sciences' Morrison Planetarium has been providing such education in astronomy since the Planetarium first opened in November 1952.

Bay Area schools attended. During 1957-1958, the picture was much different; a record total of 57,000 students attended the shows—nearly tripling the attendance of the program's first year.

Among San Francisco students alone, 8,661 students attended the 1957-1958 student shows, an increase of some 3,000 over 1956-

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FEDERAL OFFICE BLDG.

The proposed \$45 million Federal
Office Building in San Francisco
will be 21 stories high, George
F. Phillips, regional commissioner
for the General Services Administration,
has announced.

Preliminary plans call for a
sheer, plain tower that will occupy
half a block that is bounded by
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the area will be a landscaped plaza,
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MEMO FOR LEISURE

STARK DRAMA matched with powerful acting may be seen at the Geary Theatre where Chester Morris stars as Eddie in Arthur Miller's "A View from the Bridge." Against a background of Brooklyn tenement life the grim story unfolds of a tough-seeming longshoreman, and a niece blossoming into womanhood whose growing up is resented by her guardian. The coming of two young Italian emigrants into the home creates first tension, and in the end explosive tragedy.

Miller is a master of pithy idiomatic dialogue, of pulling out the stops of emotion and passion, and of heart-searching curtain falls. He is well served by a splendid cast—Morris as the tortured insecure master of the household, avid for "respect," and—among others—Marie Andrews as the niece Catherine, Mary James as Eddie's wife, and Rudolph Solari and Alan Mixson in the roles of Marco and Rodolpho.

The audibility of the actors, in addition to their utter believability is people, is a special reason for compliment in a production which will live in the memory of those who are wise enough to make a point of seeing it.



Julie Harris

Due to open at the Curran on January 26 is "The Warm Penitentiary," a play of today with its scene laid in Florida. It will star Julie Harris, a brilliant young actress who has been seen in "I'm a Camera," and "The Lark."

THE LATEST Cinerama offering at the Orpheum Theatre is "South Seas Adventure," which conducts the audience on a tour to Hawaii, Tahiti, Tonga, Fiji, New

Zealand and Australia. The storyline is less distinctive than in earlier Cinerama ventures, but as a travelogue it is good, and sometimes hair-raising entertainment. It provoked a gentleman from Texas sitting next to us to ejaculate "holy mackerel!" at frequent intervals, most especially at the primitiveness of Australian roads, and at the ingenious school of the air in the Australian "bush," where children in remote homesteads are able to share in the activities of the class room.

There were plenty of thrills from surf riding to daring jumps from Toala's Tower in Pentecost Island. Aesthetic delights range from enjoyment of hula dancing in Hawaii to choral singing in Tonga. One of the best bits of the film is a most original rendering of the Lord's Prayer in pidgin English, spoken with great reverence by a little company of natives instructed by a missionary.

QUITE DIFFERENT from this colorful and romantic travelogue is "The Seventh Seal," a Swedish film which is having a phenomenal run at the Vogue Theatre. Set in the fourteenth century in Sweden at a time when the Black Death swept Europe, it tells the story of a knight and his squire returned from the Crusades, and their adventures in a land ravaged by fear. There is some rich portraiture which covers the whole human gamut from the innocence of a pious juggler and his Madonna-like wife to the cynical worldling, the sceptic who longs to believe, and the deliberate worker of evil.

The climax of the film in which Death claims his victims, implies that those who escape his tyranny are persons who have learned the art of acceptance and resignation. There are witch-burnings, processions of flagellants, scenes of horror and violence and to balance them, exquisite glimpses of material tenderness, frolic and gaiety, pious confession. The photography is the work of a rare artist who knows both Nature and human nature in a variety of moods.

A HIGHLIGHT of this season of the San Francisco Symphony Orchestra will be the visit of famous violinist, Henryk Szeryng, who will play Mozart's Con-

certo No. 3 in G major, and Tzigane, a rhapsody for violin and orchestra by Ravel.

Szeryng was born in Warsaw, near the home of Chopin. Since 1946 he has made his home in Mexico. A friend of such artists as Artur Schnabel, Yehudi Menuhin, and George Szell, he is a worldwide traveller, an enthusiastic interpreter of contemporary music, and a versatile linguist.



Henryk Szeryng

His talent was discovered by the great Huberman, who heard him play as a child and insisted that his parents send him to Berlin to study with Carl Flesch.

Szeryng will appear in concerts on January 28, 29, and 30.

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CITY-COUNTY

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MAR 1 1959
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RECORD

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GOLDEN GATE AUTHORITY —
KEY TO THE FUTURE

EDGAR F. KAISER

PROFILE: BEN KLINE

JANE RAWSON

PEOPLE AND PROGRESS



BAY AREA COUNCIL PRESIDENT EDGAR F. KAISER

FEBRUARY, 1959

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RESOURCES

Cash and Due from Banks	\$ 1,860,453,871.96
United States Government Securities and Securities Guaranteed by the Government	2,398,143,579.13
Federal Agency Securities	124,372,037.99
State, County, and Municipal Securities	740,290,190.72
Other Securities	154,734,050.16
Loans Guaranteed or Insured by the United States Government or its Agencies	1,382,149,369.30
Other Loans and Discounts	4,279,738,981.37
Bank Premises, Fixtures, etc.	130,696,396.48
Customers' Liability for Acceptances	150,067,009.00
Accrued Interest and Other Resources	70,207,265.61
TOTAL RESOURCES	\$11,290,852,751.72

LIABILITIES

Capital	\$160,000,000.00
Surplus	340,000,000.00
Undivided Profits and Reserves	107,536,822.99
TOTAL CAPITAL FUNDS	\$ 607,536,822.99
Reserve for Possible Loan Losses	103,771,685.06
DEPOSITS { Demand \$4,975,210,399.13	10,307,560,992.60
{ Savings and Time. \$5,332,350,593.47	
Liability on Acceptances	152,985,857.84
Reserve for Interest, Taxes, etc.	118,997,393.23
TOTAL LIABILITIES	\$11,290,852,751.72

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RESOURCES

Cash and Due from Banks	\$136,330,592.04
United States Government Obligations	13,646,792.97
Other Securities	15,487,814.21
Loans and Discounts	141,269,082.88
Customers' Liability for Acceptances	26,056,780.50
Accrued Interest and Other Resources	2,128,808.03
TOTAL RESOURCES	\$334,919,870.63

LIABILITIES

Capital	\$34,000,000.00
Surplus	6,800,000.00
Undivided Profits	1,201,812.11
TOTAL CAPITAL FUNDS	\$ 42,001,812.11
Reserve for Possible Loan Losses	2,630,002.42
Deposits	260,529,535.01
Liability on Acceptances	27,575,309.75
Reserve for Interest, Taxes, etc.	2,183,211.34
TOTAL LIABILITIES	\$334,919,870.63

CITY-COUNTY RECORD

THE MAGAZINE
OF GOOD GOVERNMENT

San Francisco and the Bay Area

KENNETH H. ALLEN PUBLISHER
ALAN P. TORY EDITOR

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FEBRUARY, 1959

VOLUME 26

NUMBER 2

LETTERS

Congratulations on the December, 1958-January, 1959 issue of the City-County Record. I was particularly interested in the useful information in the article by Glenn Graves on the new tax benefit. I also think that your special feature Top Performers of 1958 was very well selected to give readers a dramatic picture of local personalities who add so much to the vigor, success and color of the Bay Area.

HARRY JORSS
437-17th Avenue
San Francisco

It was good to see The Record featured in news session of KRON TV, just after a limpe of Cyril Magnin's comments on his project to beautify the Embarcadero. The two pages of your magazine adorned by portraits of top performers showed up well on the screen, and brought your interesting publication into wide and deserved notice.

DORA MILLER
1322 Shafter Street
San Francisco

My compliments to the Record for reporting the Grand Jury compliment to the Board of Appeals. All too often, the press reports only unfavorable comments on a government agency.

I believe most public servants are trying to do a good job. They certainly deserve a pat on the back for a job well done, and the public should be informed of the successes as well as the failures.

MARY FRANCES SMITH
951 Jones Street
San Francisco

I have just read the December, 1958-January, 1959 issue of the City-County Record.

I very much enjoyed Alan Tory's article on Governor Edmund G. Brown. It seemed to me that this concise profile was much more accurate and more fair to the new governor than much that has been published. I would, however, like to point out that Governor Brown is a loyal Lowell High alum.

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BAY WINDOW

NEW PROJECTS: One of the most indefatigable public servants in City Hall is Joseph Allen, secretary to the Mayor. We dropped in to see him the other day and asked what plans are really going through for the city. In response this man of unquenchable ardor waxed lyrical, and rolled off a generous list of projects—Cyril Magnin is going to get the Golden Gateway plan off the ground, the Civic Center plan is definitely in the works to dignify the governmental hub of the city, and with the underground garages to be added at Portsmouth Square and Sutter-Stockton so that native son and tourist can park their cars while enjoying the city, San Francisco is moving ahead fast.

Incidentally, in a city where someone is always complaining that new projects are out-of-date before they get in action, it is of interest to know that the Fifth and Mission Garage is ten years ahead of estimates for its use.

Fifteen fine major buildings are scheduled to be added to the city during 1959. The ball park will be completed. The master plan for the International Airport provides for a dashingly place of entry to the Bay Area. The budget includes money to give Kezar stadium a coat of paint and a lengthy list of minor improvements does not neglect better housing for the zoo gorillas, and the possible addition of some charming Australian koala bears. Small fry will be delighted with Storyland, soon to open at the beach. Now, Los Angeles, let's see your list!

COMPLAINTS: An irate voice on the telephone recently addressed one of our

staff with the words: "That doesn't sound like Mayor Christopher!" Our representative answered that he was not Mayor Christopher, upon which the voice asked why she was not speaking to the Mayor. The explanation that we are a privately owned magazine with offices on Church and Sixteenth Streets did not appease the enquirer, who wanted to know why the Muni Railway does not run a proper two-way service for the taxpayers.

We are accustomed to giving the City Hall number cheerfully to flustered would-be brides and troubled gentlemen with foreign accents het-up about building permits. This courtesy, however, the angry lady obtrusely prevented by insisting that our staff member was lying, so he had no option but to end the conversation before a further storm broke!

PROMOTION: The Record congratulates Sherman Duckel on his appointment as Chief Administrative Officer for the city. Since 1950, Duckel has been Director of Public Works making a good engineer's job of that many-sided department which is responsible for everything from installing parking lots to cleaning sewers, from maintaining trees to building public libraries. Nor is Mr. Duckel entirely unused to standing up against pressures—a new state freeway can bring forth a great deal of fire.

Duckel is a good mixer, with a pleasant tenor voice in which he delights to lead community singing, and a cheerful, rugged approach to the problems of government. A profile of the new C.A.O. will appear in our next issue.

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The Port of San Francisco and the Bay's two major bridges are included in the proposed Bay Area Authority

In a recent address to the Downtown Association, the President of the Bay Area Council outlined bold plans for a Golden Gate Authority. We publish below the substance of his notable talk.

Economic Home Rule For the Bay Area

by

Edgar F. Kaiser

SAN FRANCISCO — and the entire Bay Area—can be very proud of its civic and business leadership. In every community, dedicated citizens, men and women of energy and vision, are working hard for improvement and progress, and we can see the results of their efforts all around us.

I am very sure, moreover, that the vision that guides these good citizens extends beyond the boundaries of their own cities or counties. I am sure they are deeply concerned as well with the future of the Bay Area as a whole—that they realize their future is indelibly linked with that of the other communities that help make up this great metropolitan area of ours.

No longer can any community be an island. The physical and economic future of all of the cities of the Bay Area has been indivisibly linked by forces none of us could stop even if we wanted to.

We are linked by the forces generated in an explosive population growth. We are all well aware of the rapidly accelerating urbanization of the Bay Area. If you drive a car outside your city limits, you just can't escape it. But all of us—including those from across the Bay in Oakland—sometimes are too close to change to recognize its full significance.

In 1846, when the flag of the California Republic was raised in Sonoma—San Francisco was a trading station of some 800 inhabitants. In 1850, when California was admitted to the Union, the entire state—from the Oregon border to Mexico—could count a total of less than 93,000 inhabitants.

By 1900, the Bay Area itself had reached one-half million; and a half century later, it had mushroomed to 2,681,322. Today we number nearly 3,500,000.

Tomorrow? The Bay Area is growing at the rate of 7,000 persons a month—and that rate is expected to double the next twelve years. In 1970—which is just like tomorrow as far as most of us are concerned—we will be close to the five million mark.

If you want to ride the "time machine" thirty years into the future, you will see a Bay Area teeming with double—or even triple—its present population. These Bay

Area citizens of the future will have taken over some 600 square miles of land now devoted to agriculture, recreation, and other such purposes. There will be a million more homes than there are now. What few open spaces you can find now, if you drive around the Bay, will long since have been filled to form a solid urban area.

To a young man of thirty, three decades is a lifetime. But I can assure you that time has a bad habit of speeding up. To many of us it seems but the day before yesterday that Lindberg flew the Atlantic alone—and that Al Jolson started the talking picture era with "The Jazz Singer"—to name only a few events of three decades ago.

The next thirty years will be gone before we know it. And before we know it, this Bay Area of ours will be not just the sixth or seventh largest metropolitan area in the nation—as it is now—but close to the largest.

Early last year the San Francisco Bay Area Council decided to make an analysis of what were the greatest problems in this 9-County Bay Area. And after a thorough study it came up with the inescapable fact that this area needs an authority as the vehicle to provide a farsighted solution to our basic economic problems.

Very simply and frankly, we were forced to face the fact that—because various communities in this Bay Area are not pulling together—are not sitting down together to work out our mutual problems—a lot of these problems just are not being solved.

We are losing the race for trade to Eastern ports. Trade patterns are blind, to tradition—and in some respects, to geography. They are formed on the hard realities of markets, docks, piers, and landing strips.

But we do not need to continue our struggling.

The Council—at the request of Senator John McCarthy, of Marin, Chairman of the Senate Interim Committee on Bay Area Problems—brought together some of the best legislative, and financial, minds in the country to help us work out legislation to create what we call the "Golden Gate Authority."

As now proposed, the Golden Gate Authority eventually would manage and have

responsibility for all of the area's bridges, seaports, and airports. There should be special stress on that word "eventually." State legislation, initially, would provide machinery to the Authority to assume control of the toll bridges, and to begin negotiations for the State and city-owned seaports and airports in the area.

It should be made very clear that State legislation cannot take over any facilities owned by cities or counties without the express consent of the leaders and the people of those cities and counties. I refer specifically to the San Francisco airport, to the airport and the port of Oakland, and to the ports of Redwood City and Richmond.

The Authority would be granted permissive power to start negotiations with the respective cities for these facilities. But the owners of the airports—and the owners of the seaports—would have to want to negotiate. Legally, no one could grant the Authority the power to take over these facilities. That is the way it should be—and will be.

Obviously, evolving an effective, single management that can transcend political boundaries in order to operate the major commercial facilities of nine counties—to the best interests of each county—is no simple task. But I am confident we have a good answer.

Actually, transcending of political boundaries is the key barrier to the fullest development of the Bay Area economy. There is no single agency today that can do the job. The Air Pollution and the Rapid Transit District transcend boundaries—but they are limited to single purposes. The State, of course, can transcend them, too—but the State is not dedicated to the interests of the Bay Area. It has to take care of the other three-fourths of California, as well.

Just as an example (and regardless of which side anyone may be on)—for twelve years, the Legislature has been studying various possibilities for a Southern Crossing. Nine plans—and some \$3 billion later—no decision has been reached. The Golden Gate Authority would be in a far better position to reconcile the various conflicting interests involved, to the lasting benefit of everyone.



Typical scene in multimillion dollar trade with its dramatic Golden Gateway

This Authority would have no taxing power. It would finance new facilities, and the expansion of old ones, through revenue bonds—using the combined and massive credit base of all the facilities in this area. Through the Golden Gate Authority, and its pooling of revenues, we of the Bay Area could afford to build badly needed facilities. Unless we have this Golden Gate Authority through which we can work together, I don't think the vast population we will have in 1970, or 1990, will find a well-ordered economy capable of providing the transportation, the jobs, the materials, the many services the people will need.

The Bay Area cannot afford to continue tackling its economic problems in the piecemeal way of the past. We must start facing the future head-on. We must face the fact that we can achieve area-wide economic progress only through joint action in dealing with area-wide problems.

If all of the facilities we are talking about come under this Authority, it has been estimated that by 1972 the Golden Gate Authority would have a borrowing capacity of approximately \$400,000,000. This massive credit base would be the foundation on which we could—without requiring any taxing power—build new bridges, modernize seaports, and lengthen airport runways.

We need economic "home rule" in this area. And that is what the Golden Gate Authority will provide. It will transcend boundaries—business-wise—without in any way abrogating them politically.



Those of us who have had a part in shaping the Golden Gate Authority program—are by no means the first to recognize the need for it. In 1951 a State Senate fact-finding committee recommended a Port Authority for San Francisco Bay. Congressman John F. Shelley long has been an Authority advocate. Two years ago the Chairman of the Federal Maritime Board called for creation of such an agency.

A committee, "Citizens for the Golden Gate Authority," has been formed to give as wide dissemination as possible of all information concerning the proposal—its importance to all the Bay Area, its feasibility, and the manner in which it will safeguard and enhance local interests, while serving to give the entire area insurance of a sound and prosperous economic future.

The Bay Area Council has unanimously endorsed the principle of an Authority.

Other groups in the area are studying this plan—and, as people understand the principle—more and more of them are expressing their support.

In no sense of the word are we saying that our various facilities—our bridges, our airports and seaports—are being poorly run, or that this new Authority could run them better. What we are saying is that no matter how well the various facilities are operated, they cannot do the job that needs to be done for the future development of the Bay Area unless they work together—and make the

best use of their combined resources and natural advantages.

We in the Bay Area are a great community of individuals, sharing a common bounty of natural resources unmatched in any other great metropolitan area. The world's finest natural harbor is our heritage. We are blessed with unsurpassed climate and scenic magnificence. Around us grows the multitude of the earth's products. The oceans, and the airlines, link us with teeming ports and cities that seek our goods—and send us theirs. We are the growing Mecca for people in all parts of the world who want to live the better life.

As we share blessings—so do we share problems; so do we share a future potentially as great as that of almost any area in America.

This future we have in common—if we act in common.

The real test will be how well we adjust to change—how well we handle the challenge of those two mighty facts, population growth and the demand for economic development that is inescapably linked with it.

Let us enunciate a "Declaration of Interdependence"—a declaration that, in full respect for our individual rights, we recognize the mutuality and urgency of our needs; that we will work together for a Golden Gate Authority, to make sure the great community in which we live will have the productive and prosperous future its natural endowments make possible, but which only planned and cooperative action can fully achieve.

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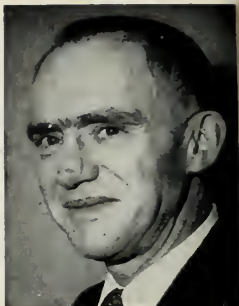
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M. J. Tollini

City Purchaser Ben Kline Trades in Arrows, Zoo Animals, Police Radios

by Jane Rawson



He has a bizarre shopping list

THE CITY S housekeeping is the responsibility of the Purchasing Department, housed in two large rooms and some smaller offices facing McAllister Street, in City Hall. If you read the Annual Report of this department you will find that it purchases materials and supplies, equipment and contractual services, for all departments of the City and County, including city-owned utilities, and the San Francisco Unified School District. It repairs and maintains automotive and other equipment for the various departments except Public Utilities and for the School District as requested, operates a central tabulating and reproduction bureau for departments requiring its services and transfers to other departments or sells equipment and supplies no longer useful to any department of the city. It also maintains a perpetual inventory of equipment in the various departments, and operates central stores of the Purchasing and various other departments.

In this department you will find an alert staff working with bright-eyed concentration, but Ben Kline, the head of the department, probably has the brightest eyes and the most determined concentration. Should you comment to him that you are struck by the individualistic activity and personal interest in his domain, he will flash back at you: "Unlike a lot of public service, we have no routine here. Everything that we handle is a problem."

Sometimes these problems may even catch the layman's imagination with their unexpected romance. For example, only the most intractable problems hit the desk of Kline himself, and we were delighted to discover that they do not always concern big purchases of heavy equipment for highways and buildings. They may concern something as colorful as target arrows for the athletes of City College. Very exact specifications are sometimes difficult for a small item like this, and the resulting purchase may present problems. Kline may need to look into it himself before the students are happy with their arrows.

Ben Kline majored in the journalism school of Missouri University. He has had a varied career in newspaper work, ranging from

financial news to Far East cable services, sometimes living in the Far East, sometimes employed Stateside. He first got to know the workings of City Hall as City Hall reporter for the San Francisco Chronicle. Now he attacks the pernickety problems of the Purchasing Department with the ferret-like attack of a reporter getting the facts of a good news story.

As he points out, everybody with things to sell feels he has a right to sell to the city in which he plies his trade. Kline's policy is to avoid restrictive specifications as far as possible and cast the net for bids very wide. The bids are opened and read publicly with room and time as clearly specified as a newspaper headline. With Kline's passion for sending his staff out like reporters after facts, and believing with most right-minded people that once the facts are in the daylight, the solutions are there too, yesterday's purchasing problems are as dead as yesterday's news, by the time fresh problems have to be tackled. The most teasing perplexities are taken home by the purchasing chief himself to be mulled over quietly on Twin Peaks.

Kline is not, however, a harassed housekeeper. He has time for two principal hobbies, family and fishing. With one son, Robert, in Varian Associates at Palo Alto, another, David, with Bethlehem Steel in Los Angeles, and a daughter, Marjorie, married to a Bechtel engineer who goes abroad quite frequently, he has many windows out over the next generation.

Grandfather is, of course, delighted with his four grandchildren, who are hobby number one. The other hobby accounts for his eyes, which, like those of a sea captain, look long distances into space, different from the restless file-tray office glance. Saturday and Sunday usually find Ben Kline headed for Sausalito, maybe as early as 7 a.m., for year round he goes off fishing at weekends in his beloved boat. The seven-year-old grandson has been a fishing pupil since the age of three, with grandfather still very happy to help wind in when a big one might otherwise get away.

Thus, Kline comes back to his office each Monday prepared to muster the requisite

impartiality to handle the department's problems. His principal assistants are eight buyers, who are guided in their buying by the desires of the using departments, but who tactfully have to circumnavigate when the department considers unfair prejudice about firms or merchandise.

Ceramic kilns, merry-go-round organs, dried sewage sludge, zoo animals, play (dramatic), globes (geographical), \$2½ million turbines and related items for Hetch Hetchy, short-wave radios for the cops, fire hose for the fire department, all figure on the bizarre shopping lists and sales agreements of this busy city department.

When Ben Kline retires at 65 in April, the city will have a tantalizing job to find a like successor. As for the man himself, when that time comes: "I intend to get the ten sions out. Do strictly what I want to do. After 40 years you can start to do the things you want to do," he repeats with relish, adding, "Very exciting, very interesting."

Off the Record



"Come on, it's 12 o'clock, take off your mask, mister!"

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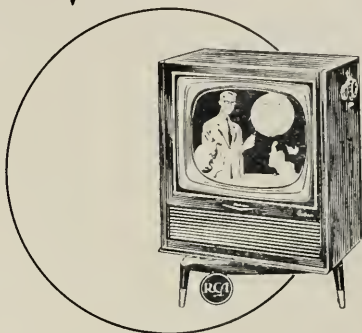
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Patricia H. Connolly, Confidential Secretary
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John D. Sullivan, Public Service Director

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James J. Sullivan, 31 West Portal
J. Joseph Sullivan, 111 Sutter St.
Allison J. Zirpoli, 101 Montgomery St.
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Lillian M. Senter, Chief Assistant Clerk
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County, State and National Affairs—Halley, Ertola, Ferdon
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Finance, Revenue and Taxation—Dobbs, McMahon, Halley
Judiciary, Legislative and Civil Service—Zirpoli, Rolph, Casey
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Public Health and Welfare—Ertola, Sullivan, Zirpoli
Public Utilities—Ferdon, Ertola, McMahon
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Russell L. Wolden

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206 City Hall
Dion R. Holm

DISTRICT ATTORNEY

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Thomas C. Lynch

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709 Montgomery St.
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331 City Hall
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TREASURER

110 City Hall
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UN 1-8552

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KL 2-3488

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James M. Cannon, Chief Division Clerk
KL 2-3008

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Paul M. LeBaron, Secretary
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John D. Kavanagh, Chief Adult Probation Officer
YU 6-2950

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Jack Goldberger, 240 Golden Gate Ave.
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Miss Myra Green, 1363-30th Ave.

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Virgil Elliott, Director, Finance & Records
HE 1-2121

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Harry D. Ross
Wren Middlebrook, Chief Assistant Controller
HE 1-2121

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223 City Hall
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MA 1-0163
Held Senator, Sacramento, during Sessions

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109 Larkin
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John Garth, 1141 Market St.
John K. Hagopian, Mills Tower
Betty Jackson, 2813 Vallejo St.
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Oscar Lewis, 2740 Union St.
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Joseph Esherick, 2707 Larkin St.

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President, de Young Museum
President, Public Library Commission
President, Recreation and Park Commission
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Robert Lenthal
Mrs. Charles B. Porter
Joseph E. Tinney

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Manager of Utilities
James H. Turner, Designated Deputy of T. N. Bland,
Manager of Utilities

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151 City Hall
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Wm. Kilpatrick, Vice-Pres., 827 Hyde St.
Hubert J. Sober, 155 Montgomery St.
George J. Grubb, Gen. Mgr. of Personnel

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Alex W. McCausland, Public Information Officer
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Peter E. Haas, 98 Battery St.
John F. Henning, 995 Market St.
Nat. Schulmowitz, 625 Market St.
John D. Sullivan, Executive Secretary (temporary)

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2 City Hall
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Bert Simon, 1550 Poloma St.
William F. Murray, Chief of Department
Albert E. Hayes, Chief, Division of Fire Prevention & Investigation
Thomas W. McCarthy, Secretary

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Donald J. McCook, 230 Montgomery St.
Henry L. McKenney, 2619-39th Ave.
Thomas P. Sullivan, 1140 Powell St.
Walter E. Hook, M.D., Medical Director
Frank Collins, Secretary

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Charles L. Gombau, 1655 E. 9th St.
A. F. Mailhous, 200 Guerrero St.
Jacob Shemano, 988 Market St.
John W. Beard, Executive Director

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J. E. Jellic, 564 Market St.
John E. Sullivan, 480 Ulloa St.
David Thompson, 65 Berry St.
Vining T. Fisher, General Manager
Thomas J. O'Toole, Secretary

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227 City Hall
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Morgan J. Doyle, 111 Sutter St.
Joseph C. Tarrant, 490 Jefferson St.
Clarence J. Walsh, 2450 - 17th St.
J. Edwin Mattos, Secretary

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Harold R. McKinnon, Mills Tower
Thomas J. Mellon, 390 First St.
Thomas Cahill, Chief of Police
Alfred Nelder, Deputy Chief of Police
Thomas Zaragosa, Director of Traffic
Daniel McKlen, Chief of Inspectors
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Campbell McGregor, 165 Post St.
Rev. William Turner, 162 Broderick St.
Mrs. J. Henry Mohr, 2 Casteneda Ave.
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Frank A. Charvoz, Jr., Secretary

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R. J. Macdonald, Secretary to Commission
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Belford Brown, Manager
Hetch Hetchy, 425 Mason St.
Harry E. Lloyd, Chief Engineer and General
Light, Heat & Power, 425 Mason St.
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Municipal Railway, 949 Presidio Ave.
Charles D. Miller, Manager
Personnel & Safety, 901 Presidio Ave.
Paul J. Fanning, Director
Public Service, 287 City Hall
William J. Simons, Director
Water Department, 425 Mason St.
James H. Turner, General Manager

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Nicholas A. Loumas, 320 Montgomery St.
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Mary Margaret Casey, 532 Mission St.
William M. Coffman, 525 Market St.
Walter A. Haas, Sr., 98 Battery St.
Dr. Francis J. Herz, 450 Sutter St.
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Edward McDevitt, Secretary to Commission

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Lawrence R. Palacios, 355 Hayes St.
Sydney G. Walton, Crocker Building
Everett Griffin, 463 California St.
Eugene J. Riordan, Director
M. C. Herman, Secretary

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County Clerk
Martin Morgan, 317 City Hall

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Thomas A. Toomey, 167 City Hall

Tax Collector

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Dr. E. C. Sage, Assistant Director of Public Health
Hagler Health Home, Redwood City
Dr. Suu T. Tsou, Superintendent

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R. Brooks Larter, Assistant Director, Administrative
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Architecture, 265 City Hall
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H. Eberling, Superintendent
Central Permit Bureau, 286 City Hall
Sidney Franklin, Supervisor
Engineering, 359 City Hall

Sewer Repair & Sewage Treatment 2323 Army St.
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Street Cleaning, 2323 Army St.
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PEOPLE AND PROGRESS

FACTORY TOWN

Although San Francisco is seldom thought of as a "factory town," there are almost 2,000 manufacturers in the city, according to Harold S. Dobbs, president of the San Francisco Board of Supervisors, in an article published in *California Magazine of the Pacific*.

Dobbs pointed out that by far the largest manufacturing group in San Francisco are the processors and packers of food and kindred products — more than 200 establishments — handling everything from fruits, vegetables, meat

California is the nation's largest canned food processing State, with an average of 217 million cases annually valued at about \$5 billion and today more than half the State's vase canning industry is centered on the San Francisco Bay region. The city is the packing center for many of the nation's largest firms, Dobbs said.

AQUARIUM

If Steinhart Aquarium's latest batch of inhabitants are any indication, someone must have decided long ago that every fish has a look-alike outside the piscine world.

Director of the Academy, the fish were collected on Canton Island in the South Pacific by personnel of Standard Oil of California and Pan American World Airways. The specimens were brought to Steinhart Aquarium on board Standard Oil's tanker, the *M. E. Lombardi*, which was recently equipped with two fish-carrying tanks of 250 gallons capacity each.

The Canton Island catch includes many varieties never shown in captivity before in the United States, according to Dr. Earl S. Herald, Curator of Aquatic Biology at the Aquarium.

NEW CHIEF ENGINEER

Keneth M. Hoover, nationally-known transportation expert, has been appointed chief engineer of the five-county San Francisco Bay Area Rapid Transit District.

General Manager John M. Peirce told the district's board of directors he selected Hoover as the candidate most qualified for the chief engineer's post following a Nationwide search in which more than 30 candidates were interviewed.

"Mr. Hoover," he said, "will bring a broad and varied experience of more than 30 years in transit engineering, operations and consulting work to the district. His talents and abilities are recognized throughout the country, and he was highly recommended on the basis of his past accomplishments by numerous leaders in the engineering and transportation fields."

"In addition, Mr. Hoover will bring to the district a thorough knowledge of the Bay Area and the planning that has thus far

(Continued on Page 13)



Harold S. Dobbs
President, Board of Supervisors



Robert C. Miller
Academy Director

and sea foods, to special diet products, herbs and seasonings in endless variety, paste products of all kinds, jams, jellies and many others.

Coffee, chocolate, spices, licorice confections and a wide assortment of Italian, Mexican and Chinese food products are produced or processed in the city, Dobbs said.

Anyway, among the new specimens now on display in the Aquarium are a rare form of poison-spined turkey fish, giant goat fishes, squirrel fishes, hawk fishes, convict fishes, sergeant major fishes, cardinal fishes and one variety which apparently has no counterpart on land, black tangs.

According to Dr. Robert C. Mil-

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(Continued from Page 11)

gone into our project."

For the past three years, Hoover has been director of the National Capital Regional Mass Transportation Survey in Washington, D. C. This survey, authorized by Congress in 1955 and costing more than \$500,000, was made to ascertain future highway and public transportation requirements for the Washington metropolitan area and to provide master plans for the needed facilities.

Findings of this study will be submitted to President Eisenhower.



Chief Engineer Hoover

As a transportation consultant, Hoover has since 1953 participated in the following studies: Atlanta, Ga., transportation problems for the State Legislature and City of Atlanta; Rochester, N. Y., transit operations; financial study of Worcester, Mass., transit operations; study of various transit facilities and operations in New York City.

CHAMBERS OF COMMERCE

American chambers of commerce, originally founded to promote and advertise business, have evolved into semi-official organizations charged with communicating the needs of the local community to official governmental authorities.

This is the conclusion of Miss Beatrice Dinerman, staff member of the UCLA Bureau of Governmental Research, after making a study of 50 chambers of commerce in the Los Angeles area.

In a paper entitled "Chambers of Commerce in the Modern Metropolis," Miss Dinerman observes. "The creation of many of these semi-official community-level organizations is the result of a felt need for a representative body, armed with the advantages of organized, unified strength, in the presentation of community needs to governmental authorities."

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Memo for Leisure

THAT WISE and witty musician Victor Borge, who was recently seen on television in "Small World" involved in a heated argument with Madame Callas and Sir Thomas Beecham, will appear at the California Masonic Memorial Temple for four nights in March (Wednesday through Saturday, March 11-14).

The entertainment is called "Comedy in Music" and may be relied upon to pack the house, for this Borge is a rare artist whose virtuosity is matched by a gift for establishing rapport with an audience, letting them into his jokes as if members of a family party.



Lougher-maker Borge

THE INIMITABLE Danny Kaye is currently at the Curran Theatre with a few days left for those who want to seize the opportunity of seeing in the flesh a comedian whom the film "Me and the Colonel" exhibited in a new light. Kaye is among the great clowns of our age—one of the most pungent stage figures we have seen, a master of the intimate song and the impronptu situation.

AT THE ACTOR'S Workshop in week-ends an excellent cast is rendering "The Entertainer" by John Osborne, one of the Angry Young Men of England. The show is admirably staged in a way which re-creates the seedy world of defeated vaudeville where Archie Rice displays his wayward ego. The play is a composite of scenes from the vaudeville stage and a drama which reaches a climax in theatrical lodgings where the Rice clan drink, quarrel, suffer, and dispute about the meaning of life.

It is studded with good lines, and comprehends a gamut of emotions.

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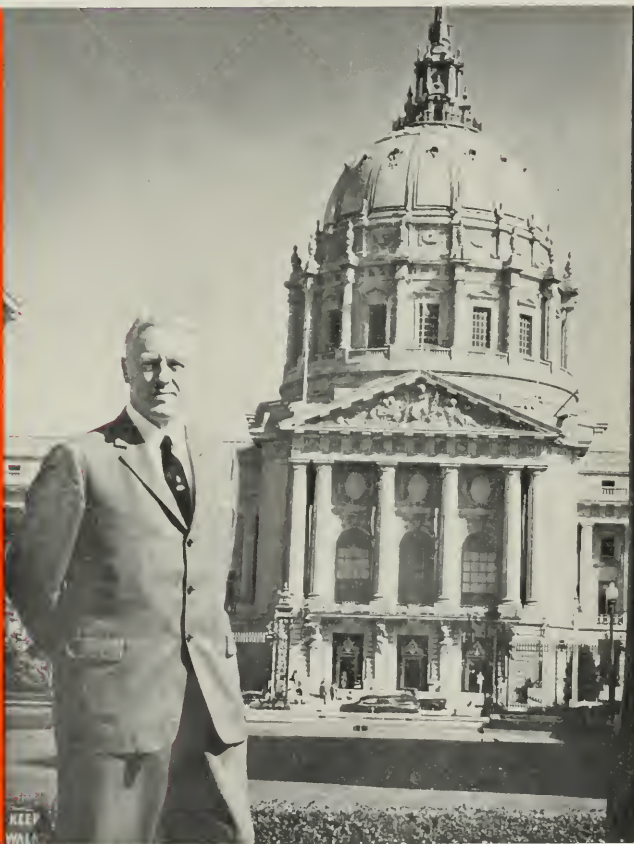
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NAMES OBJECTIVES

WOMAN OF THE MONTH:
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LUCILE ERSKINE

PROFILE: REUBEN OWENS

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BAY WINDOW

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San Francisco and the Bay Area

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VOLUME 26 NUMBER 3
MARCH, 1959

LETTERS

At the meeting of the San Francisco Public Library Commission held Tuesday, February 3, 1959, members of the Commission remarked in most complimentary terms on the article about the Library which appeared in the December, 1958-January, 1959 issue. Since the story points up so clearly the Library's greatest problem—the shortage of funds—we hope that it will serve to call the attention of many citizens to our need for greater support.

May I add my best wishes to those of the Library Commission for the continuing success of the City-County Record.

Frank A. Clarvoe, Jr., Secretary
Public Library Commission
San Francisco

Your interesting article on the San Francisco Public Library makes the point that the quality of a city library is largely conditioned by the wishes of the citizens. I look forward, therefore, to the implementing of Emerson Greenaway's proposal that there should be a committee of fifty to assist the Library Commission.

On the other hand, I feel it should be the concern of the Commission and the library staff to make known to the public just what is wrong with the library and that they, too, should agitate for improvements. After all, they are the experts and if they are doing a good job, they should see to it that the community knows what the library needs, so that informed action can be taken.

Jack Green
1260 Noe Street
San Francisco

I would like to call the attention of the Parks and Recreation Department to one omission in their otherwise perfect provision for the public enjoyment of the Park adjacent to Lake and Twelfth Avenue. The inscription on the men's lavatory is to me an eyecore, because of the clumsy inversion of letters perpetrated by the original signwriter. Could the word "Men" be revised and corrected? At present it is a public display of minor inefficiency.

Carl Hasselbacher
948 Lake Street
San Francisco

POLITICS AT THE BEACH: Mayor Christopher likes to get things done and his recent visit to Hawaii was an excellent example of the vigorous attack of San Francisco's first citizen.

While storing up vitality for his coming campaign months in a round of swimming and sunbathing, he managed to spend some very profitable hours on the beach boning up on European affairs by talking to Mayor Willy Brandt of West Berlin. He also had profitable talks with Bob Haynie, of Haas and Haynie, the contractors who are working on the underground garage at the Civic Center, with reference to future developments in the city, and with Ken Newton of the Sheraton-Hotel chain, who is also interested in expansion.

Claire MacLeod, who was on the beach too, tells us that Christopher particularly emphasized the fact that he considers the time is ripe to get behind a good Rapid Transit System for the nine-counties Bay Area. Our Mayor also told Mayor Neal Blaisdell of Honolulu it was time Hawaii achieved statehood. The last item was no sooner said than done, and we look forward to some equally smart work, therefore, about the transport situation!

SUTRO'S 250,000 VOLUMES: Between the years 1870 and 1890, Adolph Sutro amassed a fascinating historical library, beginning with some thirteenth century Hebrew scrolls and representing man's thoughts down the centuries to the gaslit years of England's Queen Victoria.

This collection was presented to the State of California in 1913. Sutro's heirs stipulating that it be maintained in San Francisco. In a typically happy-go-lucky San Franciscan manner, the collection has found its way into the basement of the Main Library, where it is, as it were, rather inaccessibly accessible, in about five different places.

It has been suggested that the University of California should rehouse it in more suitable accommodation, but it would seem that this collection, which was especially wanted to be stored in this city, would be better housed in our own State College or the University

of San Francisco. We particularly like the idea of its being given space in the distinguished Gleeson Library of USF. There its custodian would be the present Sutro librarian, Dr. Dillon, aided by his current staff. It would be readily accessible to all researchers needing to use its wealth of material, and it would have space in one of the most attractive library buildings in the West.

THE WRECKERS: The genuine San Franciscan is always sorry that so many lovely old buildings perished in 1906. The Record, therefore, is pleased to add its voice to those calling for the preservation of the Old Mint. Supervisor Blake led a magnificent group of architects, historians and civic leaders in putting the case for letting this landmark stand. We only wish that he, too, had been able to take a swimming vacation in Hawaii and rally a little extra support.

Meanwhile a further discussion of old buildings will be found on Page 8.

EMIGRATION PERMIT? Carey Baldwin at the San Francisco Zoo is all excited because Sir Edward Hallstrom, the Director of Australia's Taronga Park in Sydney, has promised him three koalas, two pin-up girls and their boy friend. A similar present is to be made to San Diego.

These choosy little bears only like about four species of eucalyptus leaves. Nevertheless, Sir Edward has bet \$6,500 that the koalas would find life in California good-oh, and even for a betting nation \$6,500 is a fair sum. Moreover, Sir Edward is prepared to fly here with them at his own expense, and supervise the initial gum-chewing.

Obviously, the kangaroos and wallabies enjoy our Fleishhacker Zoo. The sulphur-crested cockies shriek healthily. We sometimes have our doubts about the rather ragbag kookaburras, but Baldwin assures us even they laugh occasionally. So we think that the Aussie government should let the koalas have a go over there. They do very nicely in sanctuaries in their native land with bunches of fresh leaves from trees they like, tied on any old tree they happen to be sitting in. Why shouldn't they settle down quite quickly here?

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Dr. Francis J. Curry, right, chief of S. F. Health Department's division of TB control, explains chest X-ray procedure to Chief Administrative Officer Sherman P. Duckel, center, as Health Director Dr. Ellis D. Sox looks on.

For the Record

Sherman Duckel Takes Up City's No. 2 Job

AFFABLE SHERMAN PHILIP DUCKEL, pipe smoking and unpretentious licensed civil engineer, has quickly and quietly settled down to his expansive duties as San Francisco's Chief Administrative Officer. In the five and one-half years ahead of him before he reaches the usual retirement age of 65, he will guide the working lives of a quarter of the city-county's 20,000 employees and administer the operations of nine departments which expend at least twenty per cent of the over-all municipal budget.

At 59, Duckel has become the fourth to hold the C.A.O. job which was set up in the 1932 Charter. Like his predecessors—Alfred J. Cleary, Thomas A. Brooks and Chester R. MacPhee, "Duke" brought with him a vast knowledge of municipal government affairs. Likewise, his effectiveness is immeasurably increased through hundreds of good friends both in government and in the business community.

The C.A.O.'s influence reaches into the homes of every San Franciscan. Employees under his jurisdiction protect the public health; provide hospital care for the indigent; build and maintain the public streets, public buildings and sewer system; inspect food-stuffs brought into the city; collect the taxes; conduct the registration of voters, the elections and the counting of the votes; keep the records of the Superior Courts; issue marriage licenses; record all sorts of documents, including property deeds; transact all real property sales and purchases for the city-county; inspect all sorts of weighing devices in use in the city; maintain the traffic lights and parking meters; investigate unusual circumstances surrounding deaths, and under certain circumstances probate the estates of deceased citizens. They do many other things, but this gives an idea of the scope of the C.A.O.'s responsibilities.

Duckel is a man who thinks and lives by organization. He thoughtfully evaluates a problem, carefully weighs the alternatives, and once a decision has been made hastens to put it into action. He "follows up" by establishing check points and various control

factors to make certain actions conform to plans and policies.

Some of the major projects which have occupied his time over the past two decades have been the North Point Sewage Treatment Plant, the Islais Creek Bridge, the Broadway Tunnel, the Stanley Drive Overpass, the new Hall of Justice, Brooks Hall, the new baseball stadium for the Giants, the schools construction program, the Geary Boulevard and the Market-Portola widening, and various other jobs including new firehouses, district police stations, sewer outfalls and branch libraries.

Now, in his new job, Duckel has not only Public Works, but many other segments of city-county government, to administer. While he must broaden his scope of activity, nevertheless he plans to maintain a watch over several special Public Works projects, including the establishment of a proper program for the continuing maintenance and repair of all public works—particularly public buildings and the priority listing of all capital improvements.

Duckel places strong emphasis upon "the early completion of an acceptable freeway system for San Francisco and the completion of a Bay Area rapid transit system which can be integrated with our Municipal Railway."

Looking to the financial aspects of government, he added: "New sources of revenue should be found and approved. In addition, inspection fees should be adjusted so they cover the full costs of the services rendered."

On his list of short term objectives are determining how city services can be consolidated to eliminate duplications and otherwise effect efficiencies and economies, and to have made an overall survey by a qualified firm of all the operations in the Department of Public Health, with special attention given to the San Francisco General Hospital. A little more on the long range side is his goal of establishing a motor pool for use by all departments in the City Hall. He believes "this could be done when the Civic Center Garage is completed in 1960."

The management task confronting Duckel is sufficient to challenge the acumen of the

most stout-hearted man in the administrative field. Let's take a look at the various government functions over which the C.A.O. has jurisdiction.

The two largest departments under his supervision are Public Works and Public Health. Together, these have about 4,500 employees. Heads of these departments are appointed by the C.A.O., as are the Purchase of Supplies and Director of Finance and Records. The heads of the remaining five departments are promoted through the Civil Service ranks.

The Department of Public Works is responsible for the design, construction and maintenance of public buildings, streets and thoroughfares, sewers and sewage treatment plants. The department includes the bureau of engineering and architecture. Public Utilities has its own engineering bureau, and the Recreation and Park Department can let its own construction contracts, but the Department of Public Works serves all other departments plus the Unified School District. Its contracts for school and other public buildings, streets, runnels and viaducts, sewers and sewage plants amount to many millions of dollars a year.

The Director of Public Health is responsible for not only the protective public health services such as sanitary inspection and communicable disease control, but also has an emergency hospital and ambulance service, a big county hospital for indigents, a home and hospital for the aged and chronic ill, and a tuberculosis sanitarium under his jurisdiction.

The Purchaser, in accordance with procedures established by ordinance by the Board of Supervisors, purchases all materials and supplies, contractual services and equipment for all departments and for the school district. The only exceptions are petty purchases which he allows departments to make under procedures prescribed by him, and the procurement of such unusual things as objects of art which he may authorize museums or departments to buy. In addition, the Purchaser has under his direction central shops for the servicing and repair of motor vehicles, a cen-

tabulating and reproduction bureau serving the various departments, and inventorying and warehousing of supplies and equipment.

Duties of the Director of Finance and records include supervision of the functions and personnel of the offices of County Clerk, Public Administrator, Recorder-Registrar, Tax Collector and Records Center. The latter office was set up in recent years to provide a systematic storage system for important records. Records for all city-county departments are stored at 150 Otis Street and in a vault beneath the Municipal Railway's Forest Hill station.

The Real Estate Department handles all purchases and sales of real property for the city and the School District, rentals and leases of property for the city, and the management of the municipal auditorium.

The Department of Electricity, so named prior to municipal use of radio and prior to the transfer of the bureau of electrical inspection to the building inspection bureau, is the Department of Public Works, now in reality is a communications department, responsible for the installation and maintenance of fire and police communications system; radio installations and maintenance for various departments; and traffic signal and parking meter maintenance.

The Coroner, Sealer, and Agricultural Commissioner (the latter being an inspector of nursery stock, fresh fruits and vegetables and some other farm products under state standardization and insect control law) all are smaller departments but perform essential municipal services.

The Chief Administrative Officer serves on the City Planning Commission, budgets and controls the city's publicity and advertising funds; serves on the city's Regional Service Committee, attends all meetings of the Board of Supervisors and the Mayor's Legislative Committee, and administers funds appropriated for other than departmental uses—such as money for museums and the public pound.

The 1932 Charter placed the Welfare Department under the C.A.O., but by later amendment it was put under a commission. The Treasurer would have been made a

C.A.O. appointed position except for the wish of the then incumbent, a retired police officer who wanted to run for election.

The Chief Administrative Officer's responsibilities can be compared to those of a city manager, except that his tenure is for life and his jurisdiction is limited to certain departments. Those under the C.A.O. are sometimes called the "housekeeping" or "non-policy" departments. Most of the policy matters relating to the C.A.O.'s are settled by the Mayor, the Board of Supervisors and by direct vote of the people.

His job, as established under the present charter, is unique in the United States. And it is a job which commands ability, integrity and resourcefulness — qualifications such as possessed by Sherman Philip Duckel.

When he finds any spare time, Duckel likes to experiment with his construction ideas. Several years ago he designed and built a summer home in Marin County for himself and his attractive wife, Elise. Their San Francisco home is at 125 St. Elmo Way.

Not only is "Duke" a native son but his parents also were both born in San Francisco. After attending the California School of Mechanical Arts and Stanford University, he worked eight years for Pacific Gas & Electric Company. He resigned as P.G. & E.'s assistant superintendent of construction in 1927 to join the city's Public Works engineering staff. He advanced through Civil Service ranks to the top civil service position of Assistant City Engineer, which position he held for eight years. On February 1, 1950, he was picked by Brooks as Director of Public Works. It was nine years later—to the day—that he became Chief Administrative Officer.

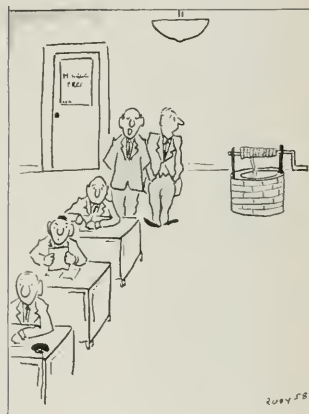
Duckel's memberships include the American Society of Civil Engineers, Structural Engineers Association, American Public Work Association, California Sewage Works Association, Stanford Alumni Association, American Legion Municipal Post 429 and Richmond Lodge F. & A.M. His civic activities include serving as trustee of the Hunters Point Reclamation District, chairman of the city employees group of the United Crusade, chairman of the Streets Utilities Committee, and a member of several other civic and municipal committees.

That is the background of the man Mayor Christopher chose for what is often referred to as the "No. 2" job in our city-county government. How does the man himself view the C.A.O.'s job? Here is how he answers that question:

"The name of the position of Chief Administrative Officer indicates that the job is principally that of an administrator whose duties are to manage and direct the application, execution or conduct of public affairs and city business under his control; to explore and investigate methods and ways of improving city services and of improving the city's physical plant for the advancement and betterment of our city.

"The Board of Supervisors and the Mayor are, and should be, the policy-making bodies on matters affecting the city and county, taking their guidance from the voters."

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Woman of the Month

The Magic of Josephine Gardner's Story Telling

by Lucile Erskine

It was the hour for recess—even in the morning! But it wasn't for recess that these seven-year-olds were hurrying out of their class rooms. There were about 100 of them, boys and girls.

In the school yard, they didn't run about. They formed into a little battalion. With a teacher as a commanding officer, the crowd marched over to the Potrero Street Branch Library. There the children, still excited, squatted on the floor.

A car stopped outside the library. From it a woman was lifted into a wheel-chair. As she was rolled before her seated audience, their applause and smiles indicated that they already knew her.

Josephine Gardner was coming to tell them another fairy tale.

I watched them as they watched her. Soon, because of her soft voice, the expressive gesture of her hands, and her power as a story-teller, her little listeners were not conscious of a crippled woman in a wheel-chair. For she was making them see a monstrous creature, a man who could swallow the whole sea. This was from that old Chinese folk tale, "The Five Chinese Brothers."

And when she went into "Titty Mouse and Tatty Mouse," an old English folk tale, their little faces became grave. Because they felt so sorry for that tree—poor thing! She was so sad—she dropped all her leaves at once. It was just like trees falling.

There was one small girl, with a Latin tan of skin and black-eyed. She may have been a Cuban or Puerto Rican. With a sharply upturned chin, she sat on the floor, her eyes fastened on Josephine

Gardner's face. It was not a comfortable position. But for twenty minutes, during the whole storytelling period, she didn't drop that chin.

The face that is such a magnet for children's eyes is round and unaging, in spite of the storyteller's fifty-three years. It doesn't register her battles with pain from the arthritis that has made the wheel-chair necessary. Her wide blue eyes are not sad and show no frustration. True, the hair is prematurely white, but it still makes a pretty fluff. Her seated figure is peaceful, and she is always attractively dressed.

Formerly, when she could run about with the children on the playgrounds, she was a story teller in the Recreation and Park Department of the City of San Francisco. In the same capacity, she was on the staff of the Adult Education Department of the Public Schools. The University of Tennessee brought her south to tell loose her lovely folk tales on their students.

In one summer alone, she talked to over 12,000 children from 16 different playgrounds.

"Folklore," she says, "is the universal language of humanity. All countries even the American Indian have a Cinderella story. Because it expresses the yearning of every human being to better his or her environment—stop sweeping up ashes and ride in a carriage."

You might well ask, "Now that she can't walk, isn't the productive period of her life over?" Let's see.

On every Monday now at 6:15 P.M. she is rolled before the television camera of Channel 9, to en-

thrall an uncounted multitude of children. She has made five different recordings of the ways she tells her folk tales. These continue to be popular.

Nor is story-telling her sole activity. For the working day of this unwearied woman begins at 9 A.M. She is then wheeled to her desk at the Serra Library, established by the Franciscan Father of St. Boniface Church. There, she is librarian; handles books, handles people, from her wheel-chair.

While at the library, she is often a consultant in the charity case that come to these Franciscan priests. Many a girl, stranded in San Francisco without a job, or a roof over her head, or a bite to put in her mouth, is counseled and helped by Josephine Gardner.

After her night dinner in a restaurant, she is taken to her room in a resident hotel for women.

Surely now, you'd say, she rests. But she doesn't. She is able to wheel herself to a sewing machine. With its help she makes remarkable dolls of nylon. They are washable and unbreakable. These, however, she does not sell! Just the opposite—gives them away to different charities to be raffled off.

Or she might create an exquisite child's dress—an original—for one of her 12 grandchildren.

For, after a broken marriage she was left with three children to rear and educate. She began this big job when she was well and could use her feet. By the time it was finished, she was afflicted. Now, all three children are happily married and have their own households.

Truly her spirit is like her dolls—unbreakable.



Spell-bound listeners

New Director of Public Works

REUBEN OWENS HAS CLIMBED CITY HALL CAREER LADDER

REUBEN H. OWENS, who succeeds Sherman Duckel as Director of Public Works, has, with the exception of a short period in 1932, been in that department since 1926.

He was born in Dublin, Ireland, at the turn of the century, receiving his degree from Dublin's Trinity College, famous among other things for its copy of the beautiful Book of Kells, of which USF has a facsimile, and its associations with Oliver Goldsmith and Dean Swift.

Owens graduated to Sanitary Engineering Designer from a varied number of assignments in the Bureau of Engineering. In September, 1955, he was appointed to the important position of City Engineer.

While usually serious and concerned with the business of the day, the new director takes time out to relax. He owns a cabin cruiser, and relishes fishing. From the athletic interests of his younger days, which included Rugby

football and water polo, he retains an interest in golf.

Also he has a sense of humor not too far below surface. After the



Successor to Sherman Duckel

swearing-in ceremony recently, with Utilities' Kirkwood and the new City Engineer Gertz, he, their senior by several years, teased them merrily about the fact that he was the one who had retained a good head of dark hair through the passing years!

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Scene at the Weaverville paint-up festival

Why not restore Victorian houses in condemned areas where large numbers of old houses are already owned by the city?

A Challenge to City Planning Commission

CONSTANCE FIELD, color consultant who has successfully boosted the business of nine Western towns through the rehabilitation of their main streets, feels that some of the Victorian houses should be saved in San Francisco. This, she points out, is both financially sound and esthetically desirable.

Appearing before the Urban Renewal Committee and the City Fathers, she maintained that the character of San Francisco should be preserved, not only for those who live in the city but also for the tourist who brings and spends large sums of money in the city.

"In New Orleans," says Mrs. Field, "tourists do not visit the modern section of the city but the beautiful old and historic French section. The combination of low cost housing plus preservation of some of the Victorian houses for the lower middle and middle income brackets in San Francisco is most desirable from every viewpoint.

"The restoration of Victorian houses in condemned areas where large numbers of old houses are already owned by the city and due for demolition, can actually save the city money."

Mrs. Field cited the New York City Planning Commission. A study by this group, she says, revealed that it was possible to save \$5,000 for every 3-room unit restored in this way, over the cost of tearing the buildings down and replacing them with ugly, low-cost housing developments.

Such low-cost housing developments could in time envelop entire sections of a city, destroying its character and charm, and setting the stage for large potential slum areas. No one, she insists, really

wishes to live in a housing project. "They are necessary because they fit the financial needs of people with low incomes. But is it necessary for the lower middle and middle income groups to live with such a lack of individuality?"

"It seems to me that we can well afford to take another look at the possibility of preserving the old Victorian houses that are at present slated to be demolished. A certain percentage of these will be beyond hope of saving, but some can be saved. I hope the City Planning Commission will make an effort to find at least one block on all four sides that we could use for a demonstration project. With it we could prove how to save San Francisco money and how to preserve its priceless charm and character."

This is the deep conviction of Mrs. Palmer Field, whose paint executive husband, shares her enthusiasm for these projects. They live in the little Bay area suburban town of Tiburon, and it was Tiburon that started Mrs. Field on the road to becoming a "civic color consultant."

There, two years ago, a new shopping center opened and substantial business began moving away from the main street, and bars and cheap entertainment places began moving in. Mrs. Field proposed a town paint-up on a co-operative community basis and provided the first community coordinated color plan from which to work.

W. P. Fuller & Co., 110-year-old Western paint and glass firm, liked the spirit of the little town and agreed to supply the paint at cost and to give the amateur painters technical assistance and advice, as a public service gesture.

The paint-up was accomplished in a single weekend.

Results were almost immediate. Property which had been dropping in value began to climb. Merchants stayed on the main street, others moved in, and today after two years it is a pleasant and prosperous community with a number of high quality specialty shops and restaurants in place of the cheaper establishments that had disturbed the local residents.

The California communities of Portola, McCloud and Weaverville liked what happened at Tiburon and followed its lead.

One of the most spectacular and successful of these ventures was the Weaverville paint-up. This famous old mining town in Trinity County, has a historic background and some fine old buildings. The main street was normally lined with tall elms. When the state highway was widened, these were cut down exposing previously hidden buildings as old, shabby and unpainted. Also Weaverville was about to be by-passed in favor of new trading areas springing up in connection with the Trinity Dam project. Here, again, was the economic problem of declining business facing the merchants.

The coordinated color plan prepared by Mrs. Field took into account all the historic significance of the town and exploited many unique architectural aspects of buildings on the main street.

Weaverville results were highly satisfactory from a business standpoint. Sewer bonds which previously could not be financed, were financed without difficulty. Merchants found conditions improved and the tourist trade became brisker.

Buckley, Washington, was the

next community to take advantage of the unique teaming of Mrs. Field's expert color knowledge and the public-spirited cooperation of W. P. Fuller & Co. This little town found itself, like Tiburon, in danger of heading into a severe local depression because of a large shopping center being built nearby.

W. P. Fuller & Co., had by now formed a Community Services Division headed by Palmer Field. A motion picture of the Weaverville paint-up, made by Fuller, was shown to the citizens committee at Buckley. The committee accepted Constance Field's coordinated color plan and the active cooperation of Fuller, and conducted their paint-up as a weekend festival of the townspeople.

This paint-up, like the others conducted in the same way, appears to be having excellent results.

Shortly after this, Governor Steve McNichols of Colorado, saw the Weaverville film and asked the Fuller company for the loan of the Fields to help them in planning a state-wide paint-up along the same lines to help celebrate their "Rush to the Rockies" Centennial in 1959. The Fields went to Denver, consulted with the Governor and visited four of the communities. They met with town committees and found essentially the same problems—run down condition of the main streets and business falling off. Mrs. Field prepared coordinated color plans for all four towns—Georgetown, Black Hawk, Central City and Fairplay. All were used in the paint-ups now completed with the enthusiastic backing of their citizens.

Eight towns in California, Washington and Colorado have utilized coordinated color plans prepared by



A face-lift in Central City, Colorado

Mrs. Field. This is the key factor in the success of these community paint-ups which are confined, of course, to both sides of the main street. But the general principal, Mrs. Field points out, can be applied to individual houses, to groups of houses or to whole blocks in the residential sections in city.

In her own home town of Tiburon, Mrs. Field has proved this by oral planning the successful conversion of a group of homes including her own. She has also applied her special techniques to residential homes in other communities.

In her recommendation to the Urban Renewal Committee, Mrs. Field stresses that if the City Planning Commission will select a block of Victorian houses in San Francisco for a pilot study, the demonstration will speak for itself. Such a block, with its buildings rehabilitated through the use of a coordinated color plan and painting on the outside and inside, and with the plumbing and lighting facilities brought up to the present date, would stimulate residents of neighboring blocks to embark upon

similar projects, making in time, a more beautiful city and better living conditions for the lower middle and middle income brackets. With the center of the block landscaped as a playground for the block's children, living at a reasonable economic level in the city could become as gracious as that of many suburban homes where costs are many times higher.

"At least," says Mrs. Field, "this will be a step forward. Nothing that has been done so far here in the West, or that has been suggested, answers the problem of how to provide pleasant, gracious living inside the cities at reasonable cost. The towns we have advised on community paint-ups, have proved what painting the commercial buildings according to a coordinated color plan on a single street will do for business. It can and will do the same thing in the cities for people's morale, continue its architectural heritage, preserve the charm and character of the city and save the city a great deal of money. What could be more desirable from all points of view—property owners, tenants and city government?"

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Books

APARTMENT LIFE IN MOSCOW

by Jane Rawson

MAIN STREET, USSR

by Irving R. Levine

Doubleday — \$4.50

This book is written by NBC's commentator, Irving R. Levine, who has been accredited to the Soviet Union since 1948. He and his wife live in a Moscow apartment overlooking the Kremlin. Mr. Levine has also traveled extensively in the USSR. By charm and pertinacity he has managed to collect material which adds up to a well-rounded view of life in that country.

Winston Churchill, speaking of the Soviet Union some years ago, commented that it was a riddle wrapped in a mystery inside an enigma. For most people in other countries this still holds true.

In this book, Mr. Levine has sought to answer the questions that the ordinary everyday citizen in the USA asks about Russia: do Russian women make their own clothes or buy them ready-made? What's on Russian television? Do Russians keep pets?

He has striven to give the reader some picture of what it is like to wake up in Moscow, set about the business of living for the day, go to bed and get through the night without trouble from the secret police (easier now, than in the days of Stalin) and start all over again next day.

The reader gets a vivid impression of life in Russia. Principally the American citizen is left with a feeling that Mr. and Mrs. Sovietski suffer a lot of minor frustrations and calamities. For example, if you go on a highly recommended vacation to take mineral water baths, you may find the little carbon dioxide bubbles are just not there. Small consolation that the Ministry of Health in due course rectifies these things! Similarly, if there should be something worth buying in the store, the customer must stand inordinate time in line.

Lines are so much a part of Soviet life that a Russian scientist, returning from Copenhagen, reported to a Western conference that conditions in Denmark were very bad. "But didn't you notice

that the store windows were full of goods?" queried a puzzled listener who knew this to be untrue. "Oh yes," acknowledged the Russian, "but the Danish people have no money to buy. There are no lines in front of the stores."

You learn little items about shopping around — it is cheap to get a haircut, expensive to buy a hat. On the whole, too, you discover it is advantageous to be a foreigner. The Russian is courteous and helpful to the visitor, rather grimly combative to his fellow-citizen.

All in all, the trivia that give color and flavor to living are here detailed with unusual excellence. Until we can go and see for ourselves, we can get a good general impression from Mr. Levine.

In addition to local color, the book does examine the Russian character. We find a very good run-down of the geographic size and regional variety of the USSR, a look into the Russian sense of humor, and an assessment of artistic and cultural standards. We find an analysis of education which not only enables us to imagine what little Vladimir feels about his school, but to assess the promulgations of the Ministry of Enlightenment.

In a final evaluation concerning the ever-present problem of international amity, the author on the whole takes an optimistic view of the chances for future peace. He feels that time is on the side of the West, for Russia shows signs of becoming more moderate and more reasonable. Mr. Levine's book is in itself a further step towards mutual understanding. He brings to life for us the ordinary human beings, who have temporarily been very much obscured as history works out over this great land mass a desperate reevaluation and far reaching social reorganization.

The author has an easy rapport with the reader, bringing home his facts and observations with the almost casual expertness that a first-rate television commentary achieves. All the reporting in these 400 pages is piquant and full of interest.

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PEOPLE AND PROGRESS

HONOR FROM NORWAY

Wilson Meyer, San Francisco businessman who was the subject of a City-County Record "cover story" in March, 1956, recently received from King Olav V of Norway the Knight's Cross, First Class, of the Royal Order of St. Olav.

The decoration, presented to Meyer by George K. Thstrup, acting Consul General of Norway at San Francisco, was in recognition of Meyer's promotion of friendly cultural and trade relations between Norway and the Pacific Coast of the United States over a long period of years.



George K. Thstrup, left, acting Consul General of Norway, pins Knight's Cross, First Class, of the Royal Order of St. Olav on Wilson Meyer.

Meyer has been active in promoting reciprocal trade relations between Norway and the Pacific Coast and has worked closely with agricultural interests in both countries. He has visited Norway many times.

Meyer is president of the 109-year-old firm of Wilson & Geo. Meyer & Co., 333 Montgomery Street, Pacific Coast distributors of agricultural and industrial chemicals and plastics. With headquarters in San Francisco, the firm has district offices in Los Angeles, Portland, Seattle and Salt Lake City.

BURSTING SEAMS

A total of \$298,923,990 was committed in industrial expansion for Northern California during the first eight months of this year, according to the Industrial Department of the San Francisco Chamber of Commerce. The sum in-

cluded 862 projects or 630 expansions and 232 new plants.

Out of this total, the 13-counties of the Bay Region—Alameda, Contra Costa, Marin, San Francisco, San Mateo, Solano, Napa, Santa Clara, Sonoma, Sacramento, San Joaquin, Santa Cruz and Yolo—committed \$266,560,490 for 693 projects or 413 expansions and 150 new plants.

San Francisco committed \$4,118,300 for 107 projects involving 591 new jobs and 87 expansions and 20 new plants.

GOOD NEIGHBOR POLICY

Chester R. MacPhee, Chief Administrative Officer and chairman of the municipal Regional Service Committee, recently announced the appointment of Jack T. Pickett, editor of the 104-year-old "California Farmer," to the Committee.

The Committee was created by the San Francisco Board of Supervisors and is composed of high ranking city officials. It strives constantly to earn for San Francisco the understanding and regard of its neighbors and to make San Franciscans conscious of the city's dependence on the welfare of its neighbors.

It is a unique agency in the field of city-country relationships.

FOUR DECADES

The Peninsula Division of the San Francisco Water Department is about to lose its "voice."

Miss Cecilia Carleton, pleasant-



Editor Jack T. Pickett

voiced and efficient telephone operator at the Division's Millbrae office, will retire March 31 when she reaches the mandatory retirement age of 65.

When she retires, Miss Carleton will have served 40 years and 20 days, having started to work with the Spring Valley Water Company on March 11, 1919.

During her four decades-plus Miss Carleton has been an observer of and participant in great changes in the Peninsula's water supply, high and historic dates in her service having included March 3, 1930 when the new San Fran-

(Continued on Page 12)



Executive Officers of the San Francisco Chamber of Commerce for 1959 are, left to right: Willis M. Holtum, Treasurer; Dan E. London, First Vice-President; O. R. Doerr, Second Vice-President; Jack E. How, President; Miss Marie Hogan, Secretary; B. F. Biaggini, Third Vice-President; G. L. Fox, Fourth Vice-President; Victor B. Levit, Assistant Treasurer. A membership development program is their first goal.

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People and Progress

(Continued from Page 11)

cisco Water Department took over from Spring Valley, and October 28, 1934 when the first delivery of Hetch Hetchy water was made to Crystal Springs Lake at Pulgas Temple.

REDWOOD EMPIRE

The president of the Redwood Empire Association, Ben A. Cober of Ukiah, commends the selection of outstanding community leaders to further the association's manifold operations for the City and County of San Francisco during the 1958-59 fiscal year.

The statement by Cober followed certification of the election of 113 persons to the association's Inter-county Board of Directors and the re-election as County Vice President of John W. Pettit.

FOREMOST INDUSTRIALIST

The Council of the California Alumni Association has named James B. Black, chairman of the Board of Pacific Gas and Electric Company, as the University of California's Alumnus of the Year

for 1955. Announcement of the selection was made by Mortimer Smith, of Oakland, President of the Association.

Black has directed the destiny of one of the world's largest private



Redwood Empire County Vice-President
John W. Pettit

power companies for more than 23 years. He began his career as a service inspector for the Great Western Power Company, immediately after graduation from the University in 1912. He subsequent-

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The striking Pulgas Temple at Crystal Springs Lake, where Hetch-Hetchy water first flowed in 1934.

assumed executive responsibilities in the electrical power industry that were climaxed in 1935 when he became president of the Pacific Gas and Electric Company in San Francisco. He became Chairman of the Board on June 1, 1955.

The 1958 "Alumnus of the Year" will be honored, Smith said, for his distinguished contributions to the development of Western power resources, for his stature as one of the nation's foremost industrialists, for his pioneering interest and efforts in the development of privately-financed nuclear power plants, for his many outstanding services to the government as a key advisor in important national agencies and for his continuing support of cultural and educational enterprises. Smith noted that the most recent evidence of Black's support of higher education is found in his service to the University of California as General Chairman of the Student Center Fund

Campaign which raised about two and a half million dollars for construction of a new Student Center at Berkeley. The project is now under construction.

In addition to his Board Chairmanship for P. G. & E., Black is a director of the United States Steel Corporation, Southern Pacific Company, Equitable Life Assurance Society of the United States, Shell Oil Company, Chemical Corn Exchange Bank, Fireman's Fund Insurance Company, Del Monte Properties Company, California Pacific Title Insurance Company and Gila River Ranch, Inc.

He is also a trustee of Stanford University and the Ford Foundation; a consultant to the National Security Council, a trustee of the Eisenhower Exchange Fellowships, Inc., a member of the executive committee for the Business Advisory Council for the U. S. Department of Commerce, a member of the Industrial Advisory Council for the secretary of the Treasury, a director of the national Industrial Conference Board and a member or officer of numerous other professional and service organizations.

In 1955, he received an Honorary Degree from the University of California on the Berkeley campus. He also holds an Honorary Degree from the University of San Francisco.

The "Alumnus of the Year" Citation will be presented to Black at the ninety-first annual Charter Day Banquet at the Garden Court of the Sheraton-Palace Hotel at 7 p.m., March 20.

Mr. Black is the sixteenth alumnus of the University of California's Berkeley campus to receive



U.C.'s Alumnus of the Year
James B. Black

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the "Alumnus of the Year" award. Coincidentally, he is the fourth member of the Class of 1912 to receive the honor. Others are Chief Justice Earl Warren, Horace M. Albright, outstanding conservationist, and Herman Phleger, former Counsel to the U. S. Department of State and now a member of the World Court.



Chancellor Glenn Seaborg

NEW ATOM-SMASHER

A fabulous eighty-eight-inch cyclotron will be constructed at the Ernest O. Lawrence Radiation Laboratory of the University of California with \$4,600,000 of Atomic Energy Commission funds, Chancellor Glenn T. Seaborg has announced.

The atom-smasher will be of novel spiral ridge design, and will have a versatility unmatched by other cyclotrons. Its unusual features will permit nuclear explorations which have not been possible before.

Ground-breaking for the building is expected next May, and the target date for completion is three years hence. The machine will have 260 tons of steel and 10 tons of copper conductor in the magnet.

While the new atom-smasher will not accelerate particles to the very high energies of the 184-inch cyclotron and the giant Bevatron, its beam current (number of particles accelerated in a given time) will be large compared to either of these existing higher energy machines. Some million billion particles per second — about double that of the world-famous 60-inch Berkeley cyclotron and about one thousand times that of the 184-inch machine — will stream out of the 88-inch instrument.

Chancellor Seaborg, who won the Nobel Prize for his work in discovering new elements heavier than uranium, said the new cyclotron will permit experiments on

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problems that cannot be tackled with present machines, including his own continuing research on the trans-uranium elements. The intense beam will permit production of larger (although still minute quantities of important isotopes of the very heavy elements. This will result in more detailed studies of the properties of the trans-uranium elements.

Dr. Elmer Kelly, physicist at the Radiation Laboratory, has been designated physicist-in-charge of construction of the new instrument. Richard Burleigh, mechanical engineer at the Radiation Laboratory, is the project engineer.

IMPULSE AND WISDOM

Man's reaction to a crisis—originally intended by Nature as a protective mechanism—is often civilized man's worst enemy, according to Dr. Lawrence E. Morehouse, director of UCLA's Human Performance Laboratory.

"As an example," he said, "when the business vice-president needs a cool head to defend his plans against the unfair attacks of his intra-office arch-rival, or when the basketball player needs a light fluid touch to sink his crucial shot, or when the jet pilot needs to think clearly and act calmly, what happens?"

"Their bodies start preparing for violent physical activity; a reaction which in primitive times was necessary for survival but today may work against the individual's best interest."

Blood rushes to the vice-president's face, the hair on the back of his neck stands up, adrenalin pours into his blood stream. He is physically prepared to leap over the conference table and let his rival have it.

The basketball player, Dr. Morehouse said, feels like giving the ball a mighty heave which might send it through the roof but certainly not into the basket. And the jet pilot, with only delicate instruments and his clear thinking between him and death, wants to start slamming things around.

"But civilization forces us to act opposite to what experience has taught our bodies," Dr. Morehouse, a professor of physical education and an expert on fatigue studies, said.

Thus the business executive, in order to stave off time while his body returns to normal, cooly asks his rival to repeat his proposal. And the basketball player and jet pilot, through discipline and countless hours of training, suppress their impulses to violent activity

Memo for Leisure

San Francisco's new subscription play season will begin on April 6 when "Not In The Book," an English comedy thriller starring Edward Everett Horton and Reginald Owen, will open an engagement at the Alcazar Theatre.

Three other attractions—one a musical—have already been secured for the six-play series organized by The Theatre Guild-

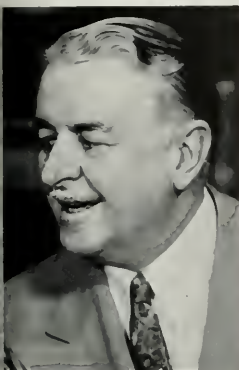
hit, recently underwent a successful tryout season in Palm Beach, Fla., and will arrive at the Alcazar as a stop on a nation-wide tour, with Renee Gadd and Ralph Purdom as featured players. "Not In The Book" is the work of Arthur Watkyn, produced by Gilbert Miller and Henry Sherek of London.

"Look Back In Anger," the second item of the series, is another English play, called, indeed, the play which brought a new vigor into the London theatre. Written by Osborne, the first of England's "angry young men," "Look Back In Anger" was judged the best imported play on Broadway last season.

"Li'l Abner" finds Al Capp's comic strip characters breaking into song and dance all over Dogpatch. During its two years on Broadway, "Li'l Abner" was the favorite musical of the danceophiles, who contended that Michael Kidd's choreography had patterns of violent grace which were the highest expressions of the dancing art.

"Two For The Seesaw," co-starring Ruth Roman and Jeffrey Lynn, has been the most successful show on tour during the present season. A cinderella play, the work of the then unknown William Gibson, "Two For The Seesaw" still flourishes at the Booth Theatre in New York a year after its unexpected success.

Two plays by Eugene Ionesco, "The Lesson," and "Victims of Duty," directed by Norma Miller, open at the Playhouse, Beach and Hyde Streets, on April 17.



Comedian Reginald Owen

American Theatre Society under the auspices of The Council of the Living Theatre. They are "Look Back In Anger," coming to the Geary on April 20; the musical "Li'l Abner" at the Curran on April 27, and "Two For The Seesaw," arriving at the Geary on May 25.

"Not In The Book," a London

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PEOPLE AND PROGRESS

MEMO FOR LEISURE



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Mayor George Christopher, Thomas Gray, Willie Mays and a youthful admirer.

APRIL, 1959



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APRIL, 1959

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LETTERS

It is a pleasure to drive on the new Embarcadero Freeway from which a wonderful view of the Bay, of ships in port, and our magnificent city may be seen. What an asset this new freeway is! It offers in five minutes the most breath-taking introduction to our city.

The latest freeway developments have contributed valuably to the convenience of motorists getting in and out of San Francisco.

Marjorie Day
1322 Shafter Street
San Francisco

Your outstanding article on Sherman Buckel published in March embodied information about the policies of the new Chief Administrative Officer which could not be found elsewhere. It was a competent, smooth-written job, the sort of writing which belongs to a periodical publication as opposed to the quite different newspaper style.

There is a real place in the Bay Area for our magazine which follows civic progress, and gives to readers a more contemplative and reflective point of view on current issues than can possibly be offered under the pressures of daily journalism.

William Sparke
47 De Wolf Street
South San Francisco

I hope our City Planning Commission will take to heart your article advocating the reservation of some Victorian houses in San Francisco. These fellows should be ashamed of themselves for allowing our beautiful city to be disfigured on the pretext of making it subservient to freeways. If we don't watch it, the color and picturesqueness will disappear from our city, and we shall soon hear the clang of the last cable car bell!

Harold E. Lunney
3953 - 24th Street
San Francisco

KEEP TALKING. Governor Edmund G. Brown, speaking recently in Eureka, reminded his audience that democracy has been defined as government by talk.

The Governor then went on to talk about what the Legislature since his election has been concerned with: measures for flood control, water development, new power projects, industrial growth; pioneering new approaches to narcotics problems; setting the 65 mile per hour speed limit, working on laws to ban racketeering and abuses in installment buying agreements; to safeguard the holding of union elections and meetings, to establish a minimum Californian wage, along with other progressive measures.

Governor Brown talks of the current legislative program as one of "responsible liberalism." Most Californians are both surprised and impressed by the Governor's farsighted vision and apparently boundless energy in tackling programs and problems (press announcements of jobs accomplished come off the duplicating machines so fast that in one department of duplicating we notice the ink getting thin!).

If he continues to make such good sense, the electorate will be pleased to hear many more speeches from the Governor.

PERIL BY NIGHT: Arthur D. Harrington, General Electric's engineer in charge of safety development for street and highway lighting, sees American cities after dark as places where man is reduced to scurrying like a rabbit before headlights, and woman to hurrying home, heart in mouth.

San Francisco, with its hit-run auto accidents and its bag-snatching forays, offers something like 7-1 odds on traffic streets and 50-1 on residential streets, that you cannot walk at night in comfort and safety.

Mr. Harrington, whose job it is to provide information on the increasingly complex features of good city illumination to Public Utilities and City Departments who want it, is incorrigibly optimistic. He is sure that sensible citizens from well-lit homes are tired of groping about the streets after dark, and that a new era of public street and highway lighting is about to explode in the West.

While he acknowledges that say, the golden sodium flares in the little lake of Funston Avenue reflect both the aesthetic and utilitarian success in the lighting of the Golden Gate Bridge approach, he shakes his head

dolefully over the inadequacies of Market Street. A main thoroughfare like that requires new and costly tall standards to satisfy the "foot-candle" calculations of the illuminating engineers.

Upper Geary Boulevard rates commendation and apparently San Francisco can look forward to more beautiful and more efficient lighting.

Recalling a very distinguished visitor, who wrote a poem to "The Lamplighter," we may, perhaps, have a "San Francisco for Stevenson" movement—Robert Louis, not Adlai.

SHRUBBERY: One of our staff members, who combines a tendency to walk with a tendency to notice flowers and trees, reports that the Stryling Arboretum in the Golden Gate Park, and an outpost, therefore, of the Recreation and Park Department, is on many days of the year remarkably little used.

Recalling that kimonoed Japanese VIPs are seen in Tokyo walking with pleasure by the tree-shaded moat of the Imperial Palace, or that English civil servants, derby in hand, take the air in London Parks to and from work, we phoned City Hall to find if anyone there made a habit of strolling through the Arboretum. We found to our delight, that a man rejoicing in the singularly appropriate name of Bloom (Herbert Bloom, the secretary to Virgil Elliott, Director of Finance and Records) finds special pleasure in a Sunday walk there.

We then checked with the Arboretum to see what so many citizens of San Francisco miss: particularly a lovely rhododendron, pink in bud and white in flower, and the dove tree, with big white leaves like a flock of doves all over.

Our Record representative is wryly interested in the English lawn pest, the Creeping Buttercup, here cultivated as a prized golden-flowered ground cover, and an immigrant waif from Australia, the noxious weed Lantana, here cherished with tax-payers' money in a sunny spot.

On further inquiry, we found that the crowd from the tea-garden spills into the Arboretum, and the latter has recorded as many as 100 visitors in one hour. It is, however, often almost deserted, which seems a great pity, as it is one of the most charming places in this great, rich city. It's a nice quiet change from the ball game, too.

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San Francisco

Giant Prospects in Second Season

by Jack Burby



Mayor George Christopher surveys new addition to his domain.

—Courtesy S.F. Examiner

EARLY in September, San Francisco will add a radiant-heated baseball stadium to its wondrous collection of parks, bridges, foggy nights and cable cars.

Then, with luck, a radiant-heated home team will move into the new park and make cents in the \$250,000 scoreboard with home runs to cinch the 1959 National League pennant.

The odds sadly run anywhere from 3-1 to 1 that the San Francisco Giants will not make enough dents to do any such thing this year. It is pointed out that our team does not have any 12 miles of steam-pipe built into it to raise its temperature 10 degrees as will the stadium at Candlestick Park. Also mentioned are bobbles on defense and shortages in the bullpen.

On the other hand, the odds were fairly high just two years ago against San Francisco's starting its second season as a major league try this spring.

Orlando Cepeda was a minor leaguer in Minneapolis at the time. The Giants were a team with a great past and a dubious future, laying out of New York and headed for sixth place again.

Then came April 15, 1958, and opening day. There stood Orlando Cepeda at first base in Seals Stadium, which found itself short by about 75,000 seats that day. There was Willie Mays, warming up for his best year in the majors with a .347 average in spite of long slump.

There were Mayor George Christopher and Francis McCarty, president of the Board of Supervisors, both with every right to say I told-you-so.

On that same day, San Francisco formed the habit of holding its breath for the late innings. If the Giants didn't come crashing through, at least they tried. As in Pittsburgh, and got 9 of the runs they needed before the when they trailed going into the ninth, 11-1, pirates stepped on them.

All of which left its mark at City Hall, in long headline-catching ways and in small ways, with notes passed from hand-to-hand in meetings of the Supervisors' Finance Committee.

"It may interest you to know," Supervisor Harold S. Dobbs would advise assembled department heads, "that the Giants just got four runs."

Roger D. Lapham, Jr., president of the planning commission, sat through a zoning appeal in the Supervisors' Chambers with the button-end of a transistor radio firmly fastened in one ear so as not to miss a pitch.

Commission meetings that had been scheduled at awkward afternoon hours on days when the Giants were playing at home were held discreetly in the mornings.

While the Giants paced the league during the astonishing early months of the season, City Hall struggled with the paperwork needed to buy them a home.

A new stadium was part of the bargain that lured the Giants from New York.

In late 1957, when the transfer became official, City departments started searching for a site. They scouted McLaren Park, the land around Skid Row, measured Seals Stadium for remodeling.

The search ended in Kansas City where Thomas Gray, manager of the Downtown Association, bumped into Contractor Charles L. Harney at a basketball tournament. Harney roughed out a plan for building a stadium at Candlestick Point at the foot of hilly Bayview Park.

Gray, a member of the mayor's baseball committee, took the idea to Mayor Christopher and one of the most complicated transactions in the history of municipal government was underway.

By the time it was completed on July 14, 1958, there were 85 copies of contracts to be signed that pledged:

The City of San Francisco to the construction of a stadium, if the Giants promised to play baseball in it for 35 years;

The Giants to play baseball here for 35 years if the City of San Francisco built a stadium;

San Francisco Stadium, Inc., to help finance the project by issuing revenue bonds if the City promised to build the ballpark and the Giants promised to play in it for 35 years.

Into the package went a \$5 million bond issue that had been approved by San Francisco voters in 1954. Another \$5.5 million was raised by San Francisco Stadium, Inc., with a \$2 million loan from insurance firms and \$3.5 million in land and labor from Contractor Harney.

Finally, the City scraped together another \$4.1 million from sewer bonds and road funds to tie the stadium area into the San Francisco street network. This was done by stepping up the schedule of street and sewer work already planned as part of the Hunters Point tideland reclamation project.

While the money was being raised, Architect John Bolles toured the United States to see the best in ballparks, then came back to San Francisco to draw a better one.

With the work now more than 50 per cent done, it is obvious that he did just that. The stadium is nestled at the foot of Bayview hill to shelter it from the wind. Louvered wind-breaks add more protection. The roof is cantilevered so that no seat in the place has a blind spot. With its view of the Bay, the ships at Hunter's Point, and the Berkeley Hills, the scenery alone might be worth the price of admission. Around the stadium will be some 70 acres of parking space, enough to hold 8,200 cars, buses and cabs.

But the Candlestick Park is not being built without wear and tear on the people involved.

Even before the plans were drawn, some San Franciscans doubted the wisdom of the deal. Hotelman Ben Swig wanted the stadium built in the South of Market area. Supervisor James Leo Halley called the plan a "blunder" and cast one of the two dissenting votes when the stadium project was approved by the Board. The other came from Supervisor William C. Blake.

It was argued that the voters had approved only \$5 million for the ballpark. Controller Harry Ross explained that the remaining \$5.5 million would be financed from the stadium's parking lot fees, advertising placards and a minimum \$125,000-a-year rent from the Giants.

(Continued on Page 6)



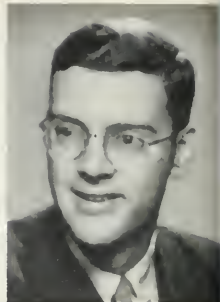
Giants' backer,
Judge Fran McCarthy



City Attorney Holm
thought the investment sound



Supervisor Dobbs
kept department heads advised



Giants fan Roger Lopham, Jr.
hates to miss a pitch

It was argued that the City was investing too much money in an unknown quantity—San Francisco's acceptance of major league baseball.

City Attorney Dion Holm replied that San Francisco could get back its investment and more at any time by selling the property for industrial use.

Then the 1958 Grand Jury, with Henry North as foreman, began an investigation of the project that concluded: "The City made a bad deal."

Mayor Christopher shouted "politics," and then some. North promptly sued for \$1.3 million on grounds of slander.

There was even grumbling about the far less serious matter of the name that four San Francisco sports editors selected from among hundreds of entries that ranged from Christopher Park to Golden Gate Stadium.

"Candlestick Park?" mused one gentle soul. "Well, after all it's not every baseball stadium that can have a name that really fits the game like Polo Grounds."

Meanwhile, the Giants themselves went about the business of putting a team in the field for 1959. During the winter, Owner Horace Stoneham did some trading to spruce up his pitching staff. In came Jack Sanford from Philadelphia, the rookie of the 1957 year who was less than spectacular in 1958 but still holds a 4-1 edge in the games he has

pitched against the hated Milwaukeees. With him came Sam Jones, bringing his title of strikeout king from the Cardinals.

"A couple of top line pitchers can make a lot of difference," said Stoneham.

The baseball writers class Jones and Sanford along with Johnny Antonelli as pitchers who could win 20 games for the Giants this year. It was said last season that it was the pitching that did the Giants in, that caused them to blow a four-game series to Milwaukee in early August and then bow the Pittsburgh Pirates into second place. It was mentioned also by the readers of fine print in the statistics column that many errors make light work for the opposition.

There have been some errors this year. But then Manager Bill Rigney had his fractured jaw wired tight until the season was three games gone and a man cannot decently chew either steak or ballplayer with his jaw wired shut.

PLAY BALL

With "Candlestick" we're stuck 'twould seem;

Yet — what is in a name?

With fans and Giants on the beam

Let's get on with the game.

The ball park's name won't win the pennant;

That's the province of the tenant.

—Ira Glassman.

Off the Record



Jimmy has been doing real good on this corner!

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MA 1-0163

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HE 1-2121

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 County, State & National Affairs—Halley, Ertola, Ferdon
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KL 2-1910

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EX 7-0500

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KL 2-3088

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YU 6-2930

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SE 1-5740

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 Virgil Elliott, Director, Finance & Records

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HE 1-2121

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MA 1-0163

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 President, City Planning Commission
 President of Young Museum
 President, Public Library Commission
 President, Recreation and Park Commission
 Joseph H. Dyer, Jr., Secretary

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HE 1-2121

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UN 3-4880

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HE 1-2121

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HE 1-2121

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ONE OF SAN FRANCISCO's best unofficial publicists is a tall, bespectacled quiet-spoken man whose appearance on the lecture platform has become habitually signalized by the striking up of "San Francisco" the well-known lyric from the M.G.M. picture. He goes all over the United States, and is a sought after speaker by audiences of underwriters who want to learn from him the art of selling insurance.

He should know, for since 1940 he has sold \$1,000,000 worth of insurance or more each year for New York Life, and in 1950, a top man in the Company's entire field force, he attained the coveted office of President of the Company's Top Club Council.

The wizard, who has put San Francisco on the insurance map of the United States is Ed Golden, born of Ukrainian parents in Portland, Oregon, graduated from the University of California in 1932, and married to the former Dorothy Helen Goldberg, whose grandfather, "ten gallon hat" Max, was once the head of the San Francisco

Fire Commission. Mrs. Golden is the daughter of Garrett M. Goldberg of this city and the niece of Rube Goldberg, the famous cartoonist.

Ed Golden began his career by acquiring a calendar bank that took a dime to turn a number each day. This gave him an opportunity of approaching potential clients to whom he offered the calendar as a gift if they would be willing to save ten cents a day in buying insurance!

In his elegant office, its walls decorated by an etching of the New York skyline from Hoboken ferry, an oil painting of the Embarcadero, the Bridge and the Bay seen from Telegraph Hill, and a view of the 18th hole at Lake Merced painted by Richard Gump, he chatted in a leisurely way about the art of selling, and particularly about the city of the forty-niners which he loves more than any place on earth, and its potentials.

For Golden, the secret of selling is to make a sound business proposition to a customer, to see the client's interests from within his



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E. Voorsanger presenting Ed Golden with plaque in recognition of work in Israel Bond Drive; Ben Swig, right.



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ED GOLDEN (Continued)

own situation. "Do unto others as you would have done unto yourself" is the Golden motto. His aim is always to gain a permanent client and friend rather than make a one-shot sale.

Speaking of San Francisco, whose tuneful lyric rings out as voices join in wherever in the United States he stands up to speak, Golden claims that it is the most enlightened city on racial relations in the country. He has pride in its liberal tone in comparison with the prejudice which reigns in many other cities.

As to its future, he expresses a conviction that one of the best things that could happen to San Francisco would be to bring in the idea that it is a high honor to have a political job. He would like to see some of our most successful families in business, commerce, and industry give a son to the city to take part in public service where the pay is relatively small and the kicks are many. From a raising of the dignity of public service, and the injection into it of a continuing stream of dedicated men who are exempt from the pressing day-to-day bread and butter problems, Golden believes that a great strengthening of the area and enrichment of community life would result.

Another theme upon which he is emphatic is the need for better transport. He wants to see a subway constructed connecting points in the city and down the Peninsula. This enterprise, like the toll roads in the East, should be put on a financially sound basis so as to pay its way. It should, in Golden's view, be put into private hands. "The Government couldn't do what P.G.&E. and Pacific Tel and Tel have done. Compare the record of Government with that of business in America in the last 50 years. It is private enterprise which has rendered the service and shown the most initiative and resource."

Golden, now a vigorous 49, with a son, Garry, at Brandeis University, who he hopes will one day go into public life, has his own non-profit charitable organization, the Golden Foundation, takes an active part in the Fire Department's campaign for Christmas toys for needy children, is an executive of the Bonds for Israel campaign, and believing in the importance of studies in the humanities to balance scientific investigations, is initiating a proposed endowment, a 4-year scholarship in the humanities, at various colleges.

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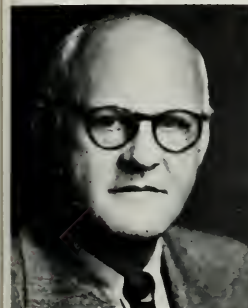
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PEOPLE AND PROGRESS



William H. H. Davis

NEW APPOINTMENT

The former Grand Jury Chairman, William H. H. Davis, has recently been appointed by Mayor George Christopher to the Board of Permit Appeals. In addition to a well-rounded interest in community affairs, Nebraska-born Davis has a wide experience of contemporary business management and finances. He is at present owner of the old-established cosmetic manufacturing firm of Duart in San Francisco.

PROGRESSIVE LEADER

A member of the committee recently organized in the Fillmore District by Municipal Judge Bussey to help solve juvenile delinquency problems is the Rev. Joseph Pough.

Mr. Pough has been active in charitable and civic work in San Francisco for more than twenty-five years. He is at present the minister of the second largest local Baptist Church, the Mount Pilgrim, at 1760 Post Street. He is

also the life Grand Master of the Grand Lodge of California of the Most Worshipful Sons of Light. The California Chapter was inaugurated here in 1941 by Mr. Pough, and now numbers 11,000 members.

Recently the Mount Pilgrim Church bought the Youth Center next door for \$54,000 in order to prosecute more actively its work with young people and the Most Worshipful Sons of Light have almost entirely paid for the old King Solomon Temple which they bought for \$85,000 in 1953 so that their members should have a suitable meeting place.

Mr. Pough is actively concerned with many branches of charitable work, particularly helping the young and the aged, and as corresponding secretary for the Gamma-Phi-Beta chapter of Phi Beta Sigma, the Rev. J. Pough raises



Civic-minded citizen Rev. Joseph Pough money for college scholarships. He himself is a graduate of North Western University.



San Francisco's colorful, handsome flag, symbolizing the city's dramatic rebirth from the ashes of 1906 in the manner of the legendary Phoenix bird, was presented to the San Francisco Chamber of Commerce at the eighth annual San Francisco Insurance Day luncheon commemorating the 53rd anniversary of the fire and earthquake on April 17 at the Commercial Club. Left to right are Jack H. Haw, Chamber president; A. W. McLurg of Emerson Manufacturing Co., pioneer flag firm which presented the flag, and Mayor George Christopher, an honored guest at the luncheon.



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Memo for Leisure

"Look Back in Anger," John Osborne's stage hit from London and New York, with Donald Harron and Pippa Scott starred in the National production, is currently playing at the Geary Theatre.

This David Merrick production has recently completed a full year in Broadway to capacity houses and won the coveted Drama Critics' Award for best play of the year. This highly controversial play set "Broadway ablaze" with the critics claiming it to be one of the wittiest, sexiest and most profound contributions to the American Theatre for a long time.



Donald Harron and Elizabeth Hubbard

Centering around the "Angry Young Men of England" — the equivalent to the "Beat Generation" of the United States — "Look Back in Anger" is potent and compelling, holding the audience spellbound with its stinging satire and arresting invectives. In a London at, Harron has the role of a brilliant but embittered young husband, Pippa Scott is the "pusillanimous" bride as he terms her, Elizabeth Hubbard is the actress with a predatory tendency, Al Muscarelli the patient buffer pal, and Jack Livezey the misunderstanding father of the bride.

"Look Back in Anger" has the distinction of being played in practically every capital in Europe.

"Lil' Abner," at the Curran, a show which has been captivating audiences alike on Broadway and on tour for nearly three years, brings to life all the hilarious Dogpatch citizens of cartoonist Al Capp, including the beautiful Daisy Mae and muscle-strong Lil' Abner.

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PEOPLE AND PROGRESS

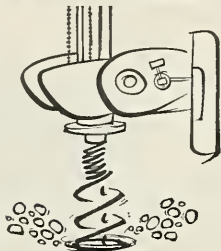


POLICE CHIEF THOMAS CAHILL: A "COP'S COP"

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San Francisco and the Bay Area

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VOLUME 26 MAY, 1959

LETTERS

A 20th year reunion dinner dance for the Fall '39 class of Balboa High School is being planned for September 26th.

There is some difficulty in contacting members of this class. We have so far located 140 boys, but only 110 girls.

I am writing to the Record because I know some of our members are on your mailing list of subscribers.

If members will contact me at the address below, I will mail full particulars of the event. I should also be grateful if they will see that any other members, whom they know, do the same.

Bernice (Berel) Monin
1464 Via Sanchez
Pedro Valley
City of Pacifica, Calif.

The Record provides good food for thought on subject matter of interest to community-minded citizens. When such food is touched up with just the right seasoning,—and I now refer to Ira Glassman's little poem which so delightfully expresses his views on Candlestick Park,—then the fare is even better. Let's have more of such clever and pertinent poetry.

Mrs. Sidney Kahn
San Francisco 9
1880 Jackson Street

I wish to acknowledge the power of the press of which your valuable magazine has given a demonstration in the last month. You were kind enough to give me the hospitality of your letter column to register a complaint against the Parks and Recreation Department.

I am happy to state that the inversion of letters in the inscription on the men's lavatory in the Park adjacent to Lake and Twelfth Avenue has now been rectified, and the word "Men" reads correctly.

Carl Hassenbacher
948 Lake Street
San Francisco

EXIT GINGERBREAD: The gingerbread of the Western Addition is being gobbled up by bulldozers. Geary Street and its environs have exchanged a lively squalor for temporary desolation.

When the old condemned houses are torn down, the land will be sold to private builders. Much of it being converted into new apartment houses.

We have a planning authority, which regulates in a general sort of way the overall structure of buildings, paying special regard to features of height and external appearance. San Francisco is widely acclaimed as a beautiful city. It seems to us quite often that its charm lies in everything else but its architecture.

The streets climb up its many natural hills in a beguiling manner, coaxing you to climb too and enjoy magnificent views. Some of our public buildings, like the Palace of the Legion of Honor, are both spectacularly placed and in isolation so that their quite pleasant lines give grace and elegance to the natural beauties of their surroundings.

In our City Hall, we are remarkably fortunate in having a fine building well placed so that it adds dignity to our city. "To build it now would cost at least \$40,000,000," says Mayor Christopher, adding "I think it is the finest City Hall building in the country."

San Francisco has some of the best architects in practice. It would be a good moment for the city fathers to pay some real attention to the genuine aesthetic standards of the new buildings. Modern architecture has recently become a field of very satisfying activity. If, at last, in domestic building, real beauty could be created then San Francisco would be a city of enhanced significance and a striking pioneer.

PRODUCE MARKET: In the realm of redevelopment, not only is action happening in the Western Addition. It is stirring the old produce market district.

There again we hope to see good buildings, with real aesthetic appeal. We have, too, more confidence here, because we expect a good

number of office structures, and large corporations have of late shown a growing responsibility in this matter. Nevertheless, we would, in passing, like to remind our hurrying chairmen and presidents, that trees, flowers and fountains add delight to the day-to-day.

In particular we would, however, like to make a point about the market itself. In a day of canned foods and super-markets, the very sight of the activity of a good market, handling things from the soil, the things that have occupied man's working days from time immemorial, is a salutary spectacle for city dwellers. It would be pleasant if the citizen could occasionally enjoy the produce markets and the sight of their colorful, highly specialized activity.

Let San Francisco have a good spacious site for them. Perhaps then, this city which is so resourceful gastronomically could think up an experience as enjoyable for John California-Citizen as the drinking of onion soup in Les Halles in Paris. We are smacking our lips already! Would the Mental Health Society like to endorse this return to an interest in the products of the good earth?

THIRST QUENCHER: We got thirsty in City Hall lobby the other day. We asked the candy man if he had soft drinks, perhaps orange juice or coke. "In the Registrar's office," he replied. Sure enough, next the counters where bail is arranged, where traffic fines are handled, there is a coke machine. In the course of world travels, we have found coke in many unexpected places. Never before have we come across it in a Registrar's Office, however.

OPTIMISM: On the wall of Enrico Baccucci's coffee house is the silhouette of an elegant silver coffee pot. Underneath it says: "Opened in 1958." Most of us find that too recent a date to notice. We can only conclude that Enrico, who adds so much zest to San Francisco living, has surveyed world problems and confidently expects generations yet unborn to pass by and say: "Fancy, all those years ago." Atomic scientists, how now?

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Chief Tom Cahill is a "Cop's Cop"

by Maurice Hamilton



Good-humored Police Boss with admiring audience

Courtesy S. F. News

IT WAS THE DAY of the Giants' parade this year. The official cars that were to carry the city's "top brass" from the Ferry Building to City Hall were all lined up and ready to go. Just as the starter gave his signal for the car carrying the Mayor and other top dignitaries to move into the line of march, one of the occupants of that lead automobile shouted, "Hey, Chief, come on or we'll leave you."

Chief Tom Cahill was unknowingly holding up the parade, because he was talking to one of his men. Police business? No, it wasn't the time or the place for that. Cahill was just passing the time of day in a friendly and interested manner. The fact that he is interested in his men and their problems, and never too busy to stop and say hello to the rawest recruit or oldest old-timer, is one of the many reasons for Tom Cahill's success as Chief of Police for the City of San Francisco.

For, despite the fact that he has only held the office of Chief of Police since September of 1958, Cahill has already been eminently successful in that position. He has the respect of his men, the admiration of his friends, and the complete backing of the city officials to whom he is responsible. What manner of man is Tom Cahill? How can a man so young be such a good head of such an important department?

Part of the answer to these questions is found in his background as a member of the force. Cahill entered the department as a recruit in July of 1942. He was trained in the six week course given to all rookies at the Academy in Golden Gate Park. In those days the training consisted of half time in class and half time in the traffic detail directing traffic under the eye of an older and more experienced member of the force.

From the Academy he was sent to Potrero Station where he worked for a year as a beat patrol man. Then in mid-1943 Cahill was assigned to one of the Accident Bureau's radio cars, and on this assignment, from 1943 to 1946, he got the training that eventually made him one of the top homicide investigators.

Deputy Chief Al Nelder, who worked as Cahill's partner in Accident Investigation, explains why the traffic accident detail is such

good training for other investigation. "First place," explains Nelder, "you get to handle a variety of cases, all the way from drunk and doped drivers to personal injury and hit-run. You have to spend a lot of time in court and you have to really be on the ball when you face an opposing lawyer." Accident investigation officers are usually the first on the scene after the incident has occurred.

It is up to them to determine many things from evidence, such as how fast the cars involved were going, the degree of personal and property damage, the cause of the accident, whether the mechanical parts of the car were functioning properly, and so on. It takes a sharp mind and an eye for detail to be a good accident investigator. "We weren't confined exclusively to accidents, either," Nelder goes on. "We had to face almost every other kind of criminal in the book, and it all went toward making Tom Cahill a good all-round police officer."

In June of 1946 Cahill moved out of the Accident Investigation Bureau into the Bureau of Inspectors, which consisted, in those days, of 105 inspectors, 21 assistant inspectors, and 20 patrolmen who were trying to work their way up in the department. Cahill and Nelder were among the latter; they got out of uniform and into plain clothes for the first time since joining the department. A year later they were named assistant inspectors in the Homicide Division.

It was in Homicide that Cahill began to attract the attention that was eventually to make him Deputy Chief and later Chief of the Police Department. Nelder recalls case after case that he and Cahill worked on in those days that highlight both Cahill's devotion to his duties as a police officer and his innate feelings about the people who become involved with the law.

There was the case in the summer of 1949 that serves to illustrate both of these qualities.

A local lawyer was trying a case in court when he received a call that his married daughter was missing. Disturbed by the news, the lawyer asked for a recess and the judge who was hearing the case accompanied him to the daughter's house where they found the girl's mother, two aunts, and the girl's hus-

band, who described the action that had led to his wife's disappearance. There had been a quarrel, a scuffle in which he had accidentally bumped his wife's nose, causing it to bleed on the cover of the bed, and then his wife, in a sulk, had gone to a movie by herself. She hadn't been seen or heard from since and the husband had called in the relatives in alarm.

It seemed to be a simple case of a missing person, and after the routine search for the woman had been made, things seemed to settle down into a waiting period. The judge, however, was suspicious. Something was wrong and on a hunch, Cahill was called. Cahill and his then partner, the late Frank Ahern, answered the call almost as a favor to the judge. They were in Homicide and a missing person wasn't really in their line of duty. They questioned the young husband to no avail. He seemed eager enough to be helpful, suggested several places his wife might be but stuck to his story of what had happened.

"The following morning, I was shaving," Cahill says, "and I got to thinking about the case. I kept worrying it around in my mind and I began to wonder about some of the details that didn't ring quite true." It develops that Ahern, too, had been wondering about the husband's slick explanation of what had happened to his wife, and he too decided that there was reason to ask permission to investigate further the possibility of foul play.

After a short talk with the girl's father, they learned that the marriage had not been one of love and that the husband had never really forgiven his wife for forcing him to marry her. The team of Ahern and Cahill went to work in earnest to turn up what clues might be available. One of the husband's claims was to the effect that he had never left the house after he had had his fight with his wife. A house by house investigation of the neighborhood, however, now turned up a witness who saw him leave and placed the time (by a radio program) to a few minutes after the time he claimed his wife had walked out on him to go to a movie by herself.

Next, a search of the house was under-

taken—every inch of the place, as Cahill puts it—and turned up one small bit of evidence, a shovel with a tiny bit of clay and, stuck in the clay, a long pine needle. There were no pine trees near the house so the two men regarded this as important enough to spring their findings about his having left the house on the then suspect. He had a ready answer: he raised chickens in a yard near his home and had not really counted going to feed and water them as going "out." The chicken yard and family automobile revealed blood but this was explained away by pointing to the killing of chickens for the market.

But Cahill and Ahern were convinced by now that the husband must be brought into headquarters for questioning, which went on for several hours with several detectives besides Ahern and Cahill taking turns to break the suspect's story. He remained unshaken.

Finally Cahill, who had watched the other detectives in action, took his turn at questioning the young man. Left by himself with the suspect, Cahill began in a quiet, easy, conversational manner; he spoke to the boy in a fatherly way, reminding him that he, Cahill, had been many hours without sleep and would go many more to try and solve the case. He pleaded with the man to tell what he knew to get this horrible thing off his chest. Without avail, until he hit on a tack that brought the first response. Had the "youngster" possibly been drinking and possibly done something he did not remember while under the influence of drink?

It was this approach, coupled with the paternal concern, that caused the boy to break down, and then the whole story came. He had been drinking; he had fought with his wife; he had killed her, and in the time he had left the house to "feed and water the chickens," he had driven to Marin County, found a deserted spot near Mt. Tamalpais, and there, under a couple of logs, he had buried his dead wife. He led the officers to the burial spot and, eventually, he was convicted of second degree murder and sent to prison. It was only later that he admitted that it was Cahill's approach, his decency in the questioning, that led him to confess. It is just one case in hundreds that Tom Cahill worked as a homicide investigator, but it is typical of his feel for police work and his respect for any man's rights as a human being.

It was an earlier case that started Cahill on the way to nation-wide recognition as an expert on gangsterism and an authority on the Mafia.

It all started one day in 1948 when Cahill and Ahern were working on a crime in the Crocker-Amazon district of San Francisco. The call came to drop everything and get over to the Marina district. A man had been found dead in the trunk of a car. The pair went to the location on Laguna near Greenwich and there, in the back of a 1947 Chrysler, was the body of a man identified only as Nick Rossi of Santa Rosa. The method of the crime indicated the work of the Mafia and further investigation disclosed that Nick Rossi was really Nick DeJohn, a "hood" from Chicago who had fled to the West Coast with a large wad of the mob's money.

Further backbreaking investigation uncov-

ered many of DeJohn's Windy City associates, all of them criminals of varying magnitude, but the problem at hand was to discover who had murdered DeJohn, and why. It turned out to be a problem that kept Cahill and Ahern at work for two months without a day off. They turned up five men, all "hoods" and two were brought to trial. When the main witness fell apart on the witness stand the prosecution was unsuccessful.

However, it was the DeJohn case that gave Cahill and Ahern the impetus to begin a file on United States gangsters that earned them the honor of being the only two policemen to be assigned as investigators to the Kefauver Crime Commission, a job that lasted some five months and took them all over the country.

"The DeJohn case was fantastic," Cahill says. "Every time we turned up one new associate of the man, we were led to two more hoodlums." As this seemingly endless skein was unravelled and as each lead was investigated in an effort to determine the actual murderer of DeJohn, Cahill and Ahern would add another typewritten page — painfully pecked out, one letter at a time, after working hours — to their case file that was eventually to become virtually a handbook on gangster activity in the United States.

All this hard, painstaking work might never have brought the two men anything more than local respect and self satisfaction if it had not been for Senator Kefauver's Senate Investigating Committee that arrived in San Francisco determined to look into the local crime picture. They were interested in the DeJohn case and as Cahill and Ahern testified, it became more and more apparent to the Senator and his colleagues that these two men had delved deeper into gangster investigation than any other law enforcement officers in the country. Time after time, as the names of known criminals came up, the team of San Francisco police inspectors had information on them, their connections, their operations, their associates.

In recognition for their special knowledge, Cahill and Ahern gained a place on the committee's investigation force, a signal tribute to their ability, resourcefulness and persistence as law enforcement officers. "I can remember how the rest of the guys on the force used to kid Frank and me about all the work we did typing out our reports on our own time," says Cahill, "but it turned out to be damn valuable in the long run."

Does Cahill like being Chief of the Department? Frankly, says a close friend, yes. "Tom Cahill just plain likes everything about police work."

Cahill was born of Irish parents in Chicago 48 years ago. When he was two, his parents returned to their native land where he was reared and educated. He studied to become a school teacher, and upon graduation from Ring College in Dungarvin, Ireland, young Cahill won the school's coveted "Gold Ring," an award made only to students who could read, write and speak the Gaelic language.

At nineteen he migrated back to the United States, landing in San Francisco during the depression years when even school teachers who could read, write and speak Gaelic were

not in demand, so Cahill turned to other occupations. Word is that red-headed Tom, with his soft Irish brogue and good sense of humor was one of the best-liked drivers City Ice Company ever had.

On Easter Sunday in 1930 he met Margaret Mary Smyth, a school teacher whom he married eight years later, in December, 1938. It was Mary who encouraged his ambition to become a policeman, and some four years after they were married, he applied and was accepted for the force and the then scanty training program, just seventeen years before he was destined to become head of the entire department.

Has the department changed since last September when Tom Cahill was sworn in as Chief? The answer seems to be a pretty universal "yes." The changes are subtle in some ways, striking in others.

First, there is the feel of the department that comes from just walking through the doors of the Hall of Justice. The building itself is the same semi-shabby old structure marking time till the new Hall is completed, but the men in that old structure seem to have a new feeling for the work they're doing. Even a casual observer senses a more relaxed air and a greater feeling of camaraderie among the men on the force.

There have been innovations, too. In the past a good job was expected but not "no-



Tough man for a tough job
Courtesy S. F. News



Crime-buster Nelder with evidence
Courtesy S. F. News

riced" unless it was somewhat spectacular. Now, even the simplest evidence of good work is noted through the Captain's Complimentary Report which goes directly to the Chief and is read by him. Another entirely new approach to the staff has been Cahill's institution of regular meetings with his captains, where they are encouraged to air their problems so that any difficulties an individual Captain is facing may be worked out as soon and as equitably as possible.

There is evidence, too, that in addition to improvement in the internal workings of the Police Department there has been improvement in its "external affairs," in its job of law enforcement. Department statisticians point out that the crime rate in San Francisco has been on a steady decline since Cahill became

Chief. This seems to be in part attributable to his personal effect on morale through his appreciation of that "extra effort" that is not routinely expected.

Another factor contributing to the decline in the crime rate, according to Department old timers, is the institution of the "S" Squad. This is a group of hand-picked men who work as a unit one or two nights a week on a vigilance patrol of known or suspected trouble spots. The very composition of the "S" Squad also indicates the new atmosphere in the Department. "These are picked men, sure," Al Nelder, who heads the Squad, will tell you, "but every detail of the entire Department is represented. It's a team effort with no one section able to take all the credit." The Squad has been effective, not only in crime prevention, but also in helping with the speedy apprehension of offenders.

The Field Interrogation Card, another Cahill innovation, has also helped, Nelder feels, to depress the crime rate or at least speed up apprehension of the criminal. Every member of the force carries a supply of these cards. Whenever they have occasion to stop anyone suspected of illegal activity, the information gathered in routine questioning is written on the card and filed at the Hall of Justice. In certain cases a great deal of preliminary investigation of a crime is cut down by this file.

In the grudging words of an old-time member of the Department who has lived through several administrations, "That Cahill is all cop. In fact, you might say he's a cop's cop." That would seem to sum it up.

Cahill loves being a policeman, has the flair of administration needed to run a department of over 1700 members, devotes an average of ten hours a day, six or seven days a week, to his job. He lives his work every minute of the day, and he has been living it since that day in 1942 when he and his now close friend, Al Nelder, took the policeman's

oath. The San Francisco Police Department as well as the city of San Francisco, are the better because of them and the jobs they now hold.

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Woman of the Month

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MRS. PARKER S. MADDUX

by Lucile Erskine



Interlude in a busy day

ONE NIGHT she might be dancing. The next night she might be talking to an intelligent group around a candlelit dinner table. This is Grace Butler Maddux. New in her middle years, she has retained a youthful face and figure. The most striking feature about her, however, is the unworried look of her wide blue eyes.

Mrs. Maddux has many facets to her lively personality. She adds gaiety to parties, whether indoors in elegant homes or outdoors on trim yachts. She is an intelligent conversationalist and a gifted pianist, who can delight a critical audience.

She can also be found playing a very important part in many community activities. One morning may find her at a board meeting of, say, the Friendship League. She will not, however, be just taking a few notes or adding a few words to desultory discussion. No, she would be at this particular meeting to fight with her brains and administrative skill for the Negroes to help them keep their cultural center at Bush and Lyon Streets.

Another interest of Mrs. Maddux is the German-American Welfare Society. As one who is widely travelled, Mrs. Maddux is aware how bewildered you can feel in a foreign country. She is, therefore, at hand to preside over any committee which will help the German immigrant to make America his home.

Two other organizations which she helps with her gift for constructive planning are the de Paul

Youth Club and the Medical Missionaries. The former group directs youthful exuberance into acceptable channels. The latter are Catholic nuns who, as physicians and nurses, take their healing arts to distant outposts of the world.

"I am a childless woman," she says, "except for a step-daughter. Denied children of my own, I have helped, through different societies, children who have been denied mothers. I feel as if I have gathered them into my own arms. That gives me happiness."

The arts also have a champion in this hard-working, society woman. She is on the Board of Directors of the Pacific Musical Society and has written a charming booklet about their promotion of good music in San Francisco.

She was born Grace Butler with the silver spoon of the Irish aristocracy in her mouth. Her father was Fitzmaurice Henry Hunt Butler of Rathdune House, Tipperary. Her mother was Loudovica Fuchs, a singer of San Francisco, who renounced a career with the Metropolitan Opera to rear a family of ten. These twelve Butlers lived in Butte, Montana. Of them Theodore Roosevelt wrote: "This is just the right type of American family both in quality and quantity."

A niece Patricia Butler Thawley now a successful harpist carries on the musical tradition of the family.

Our Grace Butler was convent educated, then married to the late Parker Maddux, who was president of the old San Francisco Bank now the First Western Bank.

Five years ago she was widowed and decided to cut into her loneliness by adding a business career to her already full life.

Ten o'clock every morning finds her at a desk selling real estate. "I got into this work by accident," she explains. "During World War II I used to knit for the soldiers. While doing this, the boys asked me to find in San Francisco a temporary home for their wives while they were overseas. Later, when some of them returned, they wanted me to find a permanent home for their families."

"I wish more women would sell real estate, especially houses. Because—when a house is being shown for sale to a husband and wife, if it is to be their home, then she will make the final decision, not he. The woman sales person can have more influence with her than a man."

The latest honor that has come to Grace Maddux is the presidency of the Turrisburne Club. This name is Latin and means tower of ivory. It is an organization of 600 Catholic women.

Their goal is to own a building, preferably one of the old mansions of San Francisco which could be remodeled. Their hope is to make it a cultural center for Catholic activities. It will also be a high-class residence club for women.

A sum towards this goal has already been realized. The project now has to be swung to final completion.

Strengthened by her past successes and with her strong dash of Irish idealism, we feel that the woman of our story will do it.

Profile of a Candidate

RUSSELL WOLDEN SHAPES UP FOR MAYORAL CAMPAIGN

by Catherine Casey

S. F. Assessor eyes new horizons



A GOOD FORMULA for describing Assessor Russell L. Wolden, now a candidate for Mayor of San Francisco would be, "Take one part Sunny Jim Rolph, one part Univac (machine with the human brain) and a third part a mixture of sports fan and bookworm."

San Francisco, the city that has happily never grown up and gets more excited over Giants and Koala Bears than municipal bonds, warms most to the Sunny Jim side of Russell Wolden.

Build minus Sunny Jim's lines, minus paunch, Russ exudes a less flashy charm and it is quite improbable that he will ever grow a mustache or wear cow-boy boots, silk hats and boutonnieres.

But those who remember back to the days of ferry boats say that Russ is the first candidate for Mayor since Rolph's time with the old maestro's human touch.

Old timers in the City Hall remember Rolph's genius for personal relations. He was a pushover for the troubles of elevator men, street car conductors, janitors and street cleaners. His every official act, from crowning the Queen of the May in Golden Gate Park to signing the city budget, was as warmly personal as if it belonged in the bosom of his own family.

Now, in a more highly geared age, Russ Wolden has managed to keep sentiment alive in municipal office. His home, Mrs. Wolden good naturedly complains, is not his castle, but an answering service that pours over the grievances of anyone who calls for help from the City Hall.

Russ was a little boy when Jim Rolph was Mayor of San Francisco. Russ' great uncle by marriage, John Ginty, was Assessor then. John Ginty belonged to the old school of public servants, who like the old family doctors took the public's troubles to their

hearts. When John Ginty died, Russ' father, who had served under Mr. Ginty and inherited his dedication to the Assessor's job, was named by Rolph to succeed him.

Russ spent a great deal of his boyhood in and about the Assessor's office. It and the "Hall" had for him the fascination that stars' dressing rooms have for stage struck kids.

Born in San Francisco in 1910, he went to Sutro Grammar School and later to Lowell, Galileo and Washington State University, where a cousin, Babe Hollingberry was football coach. After graduating from Hastings Law School, Russ practiced law for 2 years (and brilliantly, according to his old associates, Bert Rabinowitz and Harry Young.) But the tug of the "Hall" was so strong that he went into his father's office, learned the ropes thoroughly, and when his father died in 1938 was appointed Assessor. He has been re-elected to this office four times.

It is in the Assessor's office that the Univac facet of Russ Wolden's nature comes in. Many are surprised that such a good natured, easy going temperament could have organized an Assessor's office that is a model throughout the United States for efficient, modern and scientific practices. As Assessor, Russ Wolden is personally responsible for setting the tax value on every structure in San Francisco, from the Russ Building to a shoe shine stand; on every foot of unimproved property, be it on a Russian Hill View Site or a dumping lot, and on every piece of personal property, from a grand piano to a typewriter. It is pleasantly mystifying to taxpayers to figure how this most delicate and intricate job can be administered as precisely and fairly as if it were being done by an infallible machine instead of a very human

individual.

In his spare time—what there is of it—Russ is a bookworm and sports fan. Just as other people turn on a light when entering a room in the dark, Russ turns on the television and does his reading to the accompaniment of panel discussions, quiz shows, Steve Allen and the fights, without missing a trick on either hand. Long before the subject was popular he pioneered in reading on space exploration and missiles. His conviction that it would all happen some day was so real that he named his daughter now ten years old, "Starry."

His knowledge of sports is so versatile that a local sports editor once advised his colleagues never to take the trouble to look up obscure data on old sports events—"Just call Russ Wolden."

He retains what he reads on other subjects, equally well and long, and has often been suggested as a candidate for a quiz program. But as his friends pointed out in the days of the fabulous quiz show, "Russ is too sociable to go into an isolation booth."

While his reading ranges all the way from poetry to science fiction, Russ' favorite subject is history, and his hero—Leonardo da Vinci! There's more in common there than one would think, because if you look up Leonardo in the Encyclopedia Britannica, you will read, "He had a winning charm of temper and manners, a tact for all societies. An inexhaustible intellectual energy and curiosity lay beneath his amiable surface."

Mrs. Wolden, the former Virginia Kelly whom Russ married in 1940 and who is worth a chapter in herself, says that Russ carries his good disposition and calmness home with him, which is not always the case with men noted for their public charm.

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PEOPLE AND PROGRESS

THIRD GENERATION

Jeffery W. Meyer became president of Wilson & Geo. Meyer & Co. on May 1.

Wilson Meyer, who has been president since 1928, became chairman of the board of the 109-year-old firm which is one of San Francisco's oldest business firms and one of the West's leading distributors of agricultural and industrial chemicals and plastics.

The new president, Jeffery Meyer, 35, is a native San Franciscan, educated in local schools, Washington State College and the University of California College of Agriculture (Berkeley) from which he holds a B.S. degree.

He first joined the company in 1948 on graduation from college, serving for three years in the company's Los Angeles office. On his return from Korean conflict service



Jeffery Meyer heads historic firm

in 1952, he joined the San Francisco headquarters staff, engaging in agricultural sales, among other activities, and serving as vice-president of the company.

He is the third generation in this company. Previously his grandfather George H. C. Meyer was also head of the firm.

Wilson & Geo. Meyer & Co., is the direct descendant of the enterprise founded in San Francisco in 1850 by William Meyer, great-uncle of Wilson Meyer, who was a member of the 1851 Vigilance Committee and treasurer of the 1856 Vigilance Committee. At first engaged in importing materials needed for building the West, the firm has, in recent years, engaged in distributing domestic and Norwegian products utilized by Western industries and agriculture.

ART EXHIBIT

The Goetz Collection of French art now at the California Palace of the Legion of Honor is outstanding for several reasons.

This collection is regarded as one of the finest compilations of French art in existence. Included among the 68 masterpieces in the exhibit are paintings by such world-famous Impressionists as Renoir, Toulouse-Lautrec, van Gogh, Degas, Cezanne, Monet and Manet.

The Goetz Collection is being exhibited to the public for the first time anywhere. With certain civic pride it might be pointed out that Mr. and Mrs. Goetz of Los Angeles decided to make the first public exhibition of their collection in San Francisco.

The paintings in this exhibit have an appeal for children and adults alike. The subject matter, the vivid colors, the obvious beauty of these Impressionist and Post-Impressionist works can be appreciated by everyone. You don't have to be an art expert to enjoy and remember the Goetz Collection.

This remarkable exhibit will be at the Legion of Honor through May 31 and is open from 10-5 every day.

SUTRO LIBRARY

Governor Edmund G. Brown announced that a special committee of three professional librarians has recommended that the State accept the University of San Francisco offer to house the famed Sutro Library collection. He noted that in asking their opinion in the matter he would accept their recommendation as his own.

The Governor said that in view of their report he will support



Edward Gaffney will act in Sacramento

amendments to the budget to provide restoration of funds for operation of the library in the budget for the next fiscal year. This will involve \$22,000 for staff and operation annually, plus an \$8,000 one-time appropriation for moving and installing the library in its new location.

The collection has been deteriorating in inadequate basement storage in San Francisco Public Library for many years.

The Governor said the budget amendments carrying out the recommendation would be handled by Assemblyman Edward M. Gaffney, San Francisco Democrat.

GOLDEN GATE AUTHORITY

Governor Edmund G. Brown speaking of the proposed Golden Gate Authority legislation has said:

"I do want to go on record, however, as in full support of the general principle here. I think we have to start thinking in larger terms, to begin to consider problems in terms of whole regions, and that is especially true of metropolitan transportation problems.

Reasons can always be found for delaying anything, but I am not so much afraid of getting ahead of ourselves as of falling behind. There is far more danger of the latter than of the former.

Much of the discussion of the Authority has bogged down in discussion of the proper representation from various local districts and the methods of choosing the Authority's members. In order to get something started this year, and in order to make sure that the State's great interests in this project are protected, I support the proposal of several Senators that I appoint a seven-man commission which will operate the Authority. One of the seven should be the State Director of Public Works, and the enabling legislation should so declare. The other six would be named at large, either from the Bay Area or all of Northern California, whichever the Legislature may decide.

The initial legislation should give the Authority jurisdiction over the Bay Area bridges now under the jurisdiction of the Toll Bridge Authority. Means for taking over the Golden Gate Bridge should also be included in the legislation. There should be some ac-

(Continued on Page 13)

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(Continued from Page 11)

commodation in the legislation, however, to provide that the take-over of the Golden Gate Bridge be worked out in orderly fashion over a period of time. I understand negotiations on the terms of such a transfer are being entered into.

The new Authority should be assigned to study and report to the Legislature on the advisability and economic feasibility of acquiring the seaports and airports in the Bay Area, such report to be made in 1961.

There should also be a study and report in 1961 on how the Authority should be chosen in the future. The Authority legislation should continue to provide a commitment to the Bay Area Rapid Transit District to build a trans-Bay rapid transit tube if the voters of the District approve a bond issue for the construction of the rest of a basic rapid transit system before 1962. I should add that I also favor the passage of independent legislation, SB 519, making such a commitment to the rapid transit tube, no matter what the final action is on the Golden Gate Authority."

NEW DIRECTORS

Thirty-four incumbents and two new directors have been elected to the Board of the California State Chamber of Commerce at the annual election held in San Francisco.

State Chamber President Mark R. Sullivan, President of Pacific Telephone & Telegraph Company, San Francisco, announced that the new members of the Board of Directors are Joseph A. Moore, Jr., President and General Manager, Moore Dry Dock Company, San

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Francisco, and J. Robert White, Partner, Price Waterhouse & Company, Los Angeles.

Moore is at present a director of the Emporium-Capwell Company, Crocker-Anglo National Bank, Fibreboard Paper Products Company, and The California Insurance Company. He is a member of the San Francisco Board of Education, and Vice-President of the VIII Winter Olympic Games Organizing Committee.



San Francisco businessman Jos. A. Moore

White is a member and past President of the California Society of Certified Public Accountants, and a member of the American Institute of Certified Public Accountants, having served on its Council for four years. An active member of the Executive Board of the Stanford Alumni Association, of which he was President last year, White is at present chairman of a budget committee of the Los Angeles Community Chest. He is chairman of the Committee on Federal Taxes and Expenditures of the State Chamber. He joined the staff of the Los Angeles office of Price, Waterhouse & Company in 1926 and was admitted to the firm in 1943, and is now the partner in charge of the Los Angeles office of the firm.

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NEW PLANS

Bank of America plans to sponsor the establishment of a Small Business Investment Company with offices in San Francisco and Los Angeles.

It was reported the company's expected capitalization would be about \$7.5 million.

"It will be incorporated under the authority of the Small Business Investment Act of 1958 and our application is now being processed by the Small Business Administration," President S. Clark Beise said.

"We welcome this opportunity of providing another service to help small business concerns in California grow and prosper," Beise said.

"Activation of this company," he continued, "will provide long term loans and venture capital for small and expanding businesses. Venture credit of this type, prior to passage of the Small Business Investment Act of 1958, was unavailable through commercial banks."

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Books

EVERYONE NEEDS A WILL

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This is an engaging little volume of just under fifty pages. It is written in a clear, non-legal, pleasant style. It even has touches of whimsical humor. Mr. Schapiro teases both lawyers and laymen.

The book first explains why everyone needs to make a will. The matter is emphasized by the quotation in full of a six-verse, old English poem, "The Jolly Testator Who Makes His Own Will." This dreadful cautionary tale is really a drinking song in which lawyers toast a whole gallery of remunerative clients who have a "Do-it-yourself" attitude to will-making.

Mr. Schapiro then goes on to explain the process of will-making. He includes in his discussion chapters on how you may arrange inheritances and also how you can disinherit persons, and the proper place of charitable bequests.

The book is aimed at giving you basic information, so that you may go to your attorney prepared to ask the right questions and able to profit from his advice. The sensible citizen then gets his attorney to draw his will, which he is further admonished by a general and paternal Mr. Schapiro to keep up-to-date and in a safe place.

Altogether, this is a most handy little book. —J. R.

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At present there is a Soccer team, and two baseball teams working out, and boxing is being started in the very near future. Later there will be basketball teams.

Sergeant Raymond White of the city police is concerned primarily with the organization here, and Inspectors Robert Thomson, of the California Soccer Hall of Fame, and William Salmon encourage the football players. Inspector Thomson and Thomas Applegate are the head coaches for this activity.

The city police give their time voluntarily to P.A.L., because they like kids and like to keep them busy. They hate to see them having time to get into trouble. If anyone wants to help the cops with their club, sports equipment and money can be sent to: Police Athletic League c/o Police Department, The Hall of Justice, San Francisco, California.

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MEMO FOR LEISURE

TWO for the Seesaw," William Gibson's romantic comedy hit starring Ruth Roman and Jeffrey Lynn, has been booked in the Geary Theatre for a limited engagement beginning Monday evening, May 25. The national company of Mr. Gibson's Broadway hit, directed by Arthur Penn, will be presented here by Fred Coe as a Theatre Guild, American Theatre Society attraction.

Since its premiere more than a year ago, "Two for the Seesaw" has been one of Broadway's top dramatic hits, and a popular attraction on tour since October. The novel two-character play served to introduce playwright William Gibson as one of the theatre's most promising newcomers, and established Penn of television fame (Playhouse 90, Producers' Showcase, Playwrights' 56, etc.) as a director of note.

Ruth Roman, long admired for her film portrayals, will be making her stage debut here as Gittel Mosea, the heroine of "Two for the Seesaw." Remembered as the star of "The Champion," "The Window," "Three Secrets," "The Far Country," "Blowing Wild," among

the fifty-odd pictures she has appeared in, Miss Roman has been receiving accolades from theatre critics everywhere for her performance in "Seesaw." Jeffrey Lynn, stage and screen star, ("Up Front," "The Fighting 69th," "Letter to Three Wives," "Four Daughters," etc.) appears as Jerry Ryan, the lawyer from Omaha who becomes involved in a tempestuous romance with Gittel.



"ONCE More, with Feeling," one of the outstanding Broadway successes of the current season, will be presented by Randolph Hale as an early attraction at his Alcazar Theatre here. The opening date has been set for Monday, June 8, with matinees on Wednesday and Saturday.

Three most popular stars of the present time will head the cast.

They are Fernando Lamas, Marjorie Lord and George Tobias.

"Once More, with Feeling," is from the pen of Harry Kurnitz who also wrote "Reclining Figure," a Broadway hit of several seasons ago and who has won recognition in the motion picture field, as a novelist and a world traveler. One of the New York critics said in his review of "Once More, with Feeling" that "Kurnitz uncorks an evening of laughs as he just about kids the fur-collared cape off the longhair music racket."

FOUR outstanding musical hits are set for the 22nd annual San Francisco Civic Light Opera festival, opening at the Curran, June 1, with Judy Holliday in her greatest Broadway success, "Bells Are Ringing." Mail orders for season tickets only are now being accepted at the Curran Theatre.

The other three musical hits on the forthcoming festival series are the return engagement of "My Fair Lady," opening July 13, at the War Memorial Opera House; a Civic Light Opera production of "Oklahoma!" at the Curran, July 20; and the Broadway smash success, "Wet Side Story," opening at the Curran, August 24.

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VOLUME 26 NUMBER 6
JUNE, 1959

LETTERS

I want to take this opportunity to congratulate you on the excellence of the make-up of the City-County Record. It is surely an accomplishment of which you may be proud. May I also thank Maurice Hamilton, and Editor Alan P. Tory for the job well done in the May, 1959 issue, on my first year as Chief of Police? It is very much appreciated.

Every wish for your continued success.

Thomas J. Cahill,
Chief of Police,
Hall of Justice
San Francisco 8

I do not agree with your campaign to save the gingerbread houses of the Western Addition. Let us be modern, and make the most of up-to-date labor-saving devices and the advantages of streamlined living.

Those old unhygienic rat-infested houses deserve to be pulled down. I'm not interested in how grandpa lived. We belong to a world of freeways, refrigerators, washing machines and efficient bathrooms. Why do you stand in the way of progress?

W. L. Nelson
116 Mason Street
San Francisco

A big loud cheer for your good word for San Francisco's dear old gingerbread houses. It's a shame to see them being gobbled up by bulldozers. In their stead I suppose we shall have ugly flats and apartment houses. These businessmen who are running the city have no feeling for the glamour and romance of the past.

F. A. Saucedo
53 Colvert Ave.
So. San Francisco

I thoroughly enjoyed reading Jack Burby's fine article "Giant Prospects in Second Season," which appeared in the April issue of City-County Record.

Thank you for giving your readers such a well written and interesting background on our Giants and Candlestick Park.

George Christopher
Office of the Mayor
San Francisco

BAY WINDOW

JUNE

ROOTING SECTION: Jim Warnock, manager of the S.F. Chamber of Commerce publicity department, informs us of a disconcerting letter from a lady in Arbor, N. J. Having dipped her pen in vitriol she wrote: "I have been watching Lineup on television every week. Is your city as terrible looking as it is on TV? Honestly, it gives me the creeps. All those steep hills and dangerous looking streets. And are there so many crimes committed there? A murder a week. I am sure I would not want to live there."

"But I can say one thing for your city. You sure have a wonderful police force. Inspector Grebb and Lt. Guthrie sure do get their men. When you have a murder committed on a nice flat part of your city, please show it. Honestly, I get so dizzy up so high every week."

The last issue of the Record was largely devoted to acquainting fellow citizens with the excellence of our police force. However off-beam the correspondent from New Jersey may appear in other matters, we are glad to have her confirmation on this point.

ANIMAL FAIR: Our sprightly city rejoices not only in colorful people and lovely places. It features a striking background of animals. Immediately come to mind the tourist-delighting seals beyond Cliff House, the ubiquitous pigeons, the remarkable number of conscientious and highly intelligent Guide dogs, the unexpectedly-in-the-park elk, bison and polo ponies. Of particular interest, however, are its cats, from the most haughty dowager-walked Siamese, to the scruffiest rooftop Tom.

These are, as it were, presided over by a symbolic figure, probably the best-known San Francisco feline, the Bufano-sculpted Black Cat, "Tombstone," of the Press Club. This sphinx-like guardian of off - the - record speeches — it sits on the dining table of the Press and Union League Club when speeches immune from the reporter's pencil are being given — epitomizes the mystical force of fe-

line personality, probably first recognized by the Pharaohs of Egypt.

A cat who has developed this quality to an engaging degree is principally of opposite color, "Kitty," a grey-splotched, white animal inhabiting a florist's shop on Fillmore near Sutter.

"Kitty's" leisure is spent curled up among the packets of weedkiller, bug exterminator and plant beautifiers and fertilizers in the sunny little window. The moment she notices one of her human friends outside she is there in the street to talk. She beguiles whole deserts of time for the Muni railway timekeepers who inhabit the corner, and is known to countless people.

Somehow in her own mystique she sums up the city; friendly, unexpected, rare and strange. She is recognised as "authentic" by real San Franciscans.

OLD SAN FRANCISCO: Not long ago Herb Caen quoted a correspondent, a newcomer to the city, who objected to his column. She accused him of being an old fuddy-duddy lingering affectionately on things past.

In our book, democracy is a political belief which only comes to life when people care: its enemy is apathy.

When he waxes warm and sentimental about our history and traditions, Caen helps to strengthen a bulwark against indifference, and as believers in democracy, we take his part against an assailant who needs to think a second time.

TWO STARS: The quota of genuine talent per square mile in San Francisco will in our view bear comparison with any city in America. This month we feature two local artists of national standing — designer Don Clever and photographer Imogen Cunningham — samples of whose work bring special distinction to our pages. Incidentally, the arresting and attractive cover of The Record was designed by Don Clever, whose work on Storyland is discussed on page 5.

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Ultra-Modern Brooks Hall

by Virgil L. Elliott



A new incentive for exhibitors

SAN FRANCISCO'S new underground exhibit hall, the only such facility in the United States — and probably the world, has been "rested" by 445,000 persons in the fourteen months since it was opened and found to be not only unique but worthy of acclaim in almost every respect. There are a few other cities with underground exhibit areas as basements, but none having a separate underground facility.

Brooks Hall, named for former Chief Administrative Officer Thomas A. Brooks, is an ultra modern and efficiently designed single-level structure located in Civic Center Plaza. An underground passageway, complete with escalators, connects it with the Civic Auditorium, while in the adjacent north half of the Plaza a three-deck, 1,400-car underground garage is under construction. The majestic City Hall is just across Polk Street to the west. With the completion of the garage facility, which will have an underground connection to Brooks Hall, the entire plaza area will be beautifully landscaped as a garden-park.

The thousands who have visited the subterranean exhibit hall in its first months of operation have been lavish with their praise, as have been officials of the twenty-two or-

ganizations using the hall since it opened April 13, 1958, with the American Chemical Society exhibit. According to James T. Graham, manager of Brooks Hall and the Civic Auditorium, the most frequent comments relate to the excellent lighting, the air conditioning, the clean appearance of the hall, the unobstructed exhibition areas and the ease with which the hall lends itself to decoration and freight handling.

"In most exhibit halls, particularly those in basement areas, there are numerous columns and support walls which restrict the freedom of exhibitors," Graham said. "In Brooks Hall the columns are forty feet apart and the exhibit area covers a continuous square block, bounded by Grove, Larkin, Fulton and Polk Streets."

Brooks Hall has 110,000 square feet of exhibit space. Another 90,000 is available in the Civic Auditorium when the main arena and first and second floor corridors are added to the exhibit space in Polk and Larkin Halls. Outside of the Cow Palace, no other West Coast exhibit facility is so large, and Graham thinks that no other hall has the mechanical features of Brooks Hall.

The \$4,000,000 underground hall was designed and constructed under the supervision of former Director of Public Works Sherman P. Duckel who is now Chief Administrative Officer. Duckel followed closely the details of the hall's construction progress because of the great concern of Mayor George Christopher, Convention and Visitors' Bureau officials and others for additional exhibit space to supplement that available in the Civic Auditorium. Groups like the American Medical Association were forced to think about hold-

ing their meeting elsewhere because of the inadequacy of exhibit space in the Civic Auditorium by itself.

"Brooks Hall was completed none too soon," Duckel pointed out. "In November a \$7,775,000 bond issue will appear on the local ballot to rehabilitate the Civic Auditorium and provide 60 additional small meeting rooms, each seating from 40 to 200 persons. With the two adjoining exhibit facilities we can compete favorably with any city in the country for the major conventions."

The twin facilities are bringing into the city more than \$200,000 annually in direct revenue, according to Graham. (If the Auditorium bond issue passes, that revenue should go up to about \$400,000 per year). About 40 percent of that amount is paid by exhibitors in Brooks Hall. This revenue, of course, does not take into account the millions that are spent each year in San Francisco in hotels, restaurants, etc., by visitors who attend meetings and view exhibits in Brooks Hall and the Civic Auditorium.

As for the technical facilities in Brooks Hall, everything is of latest design. Spacious truck loading areas add to the ease with which pre-exhibit and after-exhibit activities are handled. The truck ramp is a gentle sloping entrance from Hyde Street and is made attractive by twin rows of trees and flag standards.

"Everything considered, Brooks Hall is an achievement for which every San Franciscan can well be proud," Duckel emphasized. "And it is a fitting tribute that it has been named to commemorate one of our most outstanding civic servants and distinguished elder statesmen — Tom Brooks."



Entrance to \$4,000,000 underground hall



Good lighting, unobstructed vision, air conditioning

*The design consultant for Storyland
s a national name in his profession*

Designer and Muralist Don Clever

by Alan Tory



An unusual and distinctive hotel entrance designed by Clever.

SAN FRANCISCO'S STORYLAND, a new paradise for youngsters, will be opened in the Fleishhacker Zoo in July. Its design consultant, Don Clever, is a tall, quiet-voiced, capable man who is acclimated to working under pressure. He combines taste and sensitivity with business sense and a capacity to meet deadlines.

Clever's studio, on the top floor of 157 Maiden Lane, was on our last visit crowded at one end with sculptured elves and rats, and at the other with intent human beings bending over drafting boards or in conference with one another over designs for murals or the structure of buildings—for the team of this versatile designer includes an architect and an engineer as well as artists.

The debut of Storyland, which will cover nearly three acres of Fleishhacker Zoo with children's stories brought to life in animated models, is the fulfillment of a dream in the mind of Judge Francis McCarty, who together with the late Herbert F. Fleishhacker raised through private subscription more than \$100,000 towards providing our children with this alluring playground.

Don Clever began working—in an honorary capacity—on the project in 1953. His designs seized the imagination of the Board of Supervisors who two years ago allocated an appropriation of \$100,000 to match the funds raised by McCarty and Fleishhacker.

Each exhibit in Storyland is based on characters in childhood rhymes and tales. There is, for instance, the Steadfast Soldier who

guards the ticket house, and once inside, your delighted kids will feast shining eyes on Old King Cole, Humpty-Dumpty rocking to-and-fro on his wall, Goldilocks and the Three Bears, Jack and Jill, and Snow White and the Seven Dwarfs.

The figures are made of fibreglass. They are modelled first in clay, then cast in plaster, after which the fibreglass is cast from plaster moulds. A staff of twenty people has worked to populate these three acres with celebrities who have stepped straight out of the pages of nursery tales. Old King Cole and Company will, make no doubt, steal the show on opening day, in the minds of juvenile spectators from the real-life dignitaries who will be present at the dedication.

As funds become available, Storyland will be expanded until it covers seven acres. Designs are complete for a magic mountain with Robinson Crusoe's tower, a huge giant lying on the ground matched against whom the children themselves will be shrunk to the size of Lilliputians, and Futureland—the world of rockets and travel to the moon.

Clever's team has put in many hours of work on research in addition to time spent on design and craftsmanship. When Storyland is opened, we suspect that the whoops of delight from the throats of many youngsters will make this busy designer feel that these labors were richly worth while.

The architect of Storyland is J. Francis Ward, and the landscape architect is Prentiss French.

Don Clever has for long been looked upon by City Hall, as by others in the city, as a valuable source of artistic help. He is engaged now upon designing the San Francisco County Exhibit for the California State Fair which will tell the story of S. F.'s water life lines of 167 miles. The latest annual report of the Public Utilities Commission—a handsome and attractive publication—was designed by Don Clever, whose graphic art work includes the wine and dinner menus used by American President Lines.

The assignments of this top-flight West Coast designer have included: a mural in the headquarters building of Rexall Drug Co. at Beverly Hills, mosaics in the Carmelite monastery at El Cerrito, and important structural jobs such as Nevada Lodge at Tahoe, as well as color engineering for banking institutions and industrial plants. He has also designed a special type of tombstone at the request of a lady customer, and furniture for a Texas mansion.

Twenty years ago, Don might be seen around town going to appointments on a motor cycle. That was in the first phase of his career after he had come south from Canada, where his pioneer grandfather started a town called Cleverville (since changed by the Canadian Pacific Railway to "Champion").

In 1937, Clever had a ticket for Los Angeles, but needed to stop overnight in San Francisco. He fell in love with the city, and tore up the last section of his railroad ticket. His first work as an independent muralist

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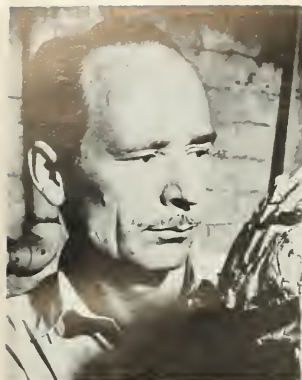
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Clever at work

and designer was done on the interiors of many restaurants and cocktail lounges.

In World War II he first taught camou-

flage to B24 bomber groups in the 2nd. Air Force; then, he went overseas to New Guinea and the Philippines as an engineer. Since his return from the battle zone, he has become nationally known in his profession.

How, in the midst of hectic pressures, does this creative and versatile designer keep unperturbed? A sense of humour helps, but important to his armoury is a handsome yet almost monastic apartment on Telegraph Hill which he designed himself, and where there is no telephone.

Now he has discarded his motor cycle, and rides to appointments in a Jaguar.

JUSTIN HERMAN

(News item: Mr. Justin Herman has been appointed new Redevelopment Director.)

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—Ira Glassman

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San Francisco

Photographer Imogen Cunningham

by Mary Frances Smith

IF YOU HAPPENED TO MEET Imogen Cunningham wandering over San Francisco's hills with a camera hanging from her neck, you would probably think her an overly ambitious tourist, rather than a professional photographer with a little free time. Barely five feet tall, with white hair and direct blue eyes, she seems to see everything as wondrous and unique; though she may have walked the same street many times, to her each trip is a new and exciting experience.

The story of Imogen Cunningham's development as a photographer is a history of photography in the twentieth century. In more than fifty years in this field, she has lived and worked through many phases of photography, through many changes of technique; yet she is still on the lookout for a new idea, a new technique, or a new approach.

"I became interested in photography while still in grammar school, and I didn't know anyone who owned a camera," Miss Cunningham says when asked about her early study. "There were no local schools, so in 1901 I took a course from the International Correspondence School. My darkroom was an old woodshed my father lined with tar paper." During her high school and college years, she continued to study. In 1909, after graduating from the University of Washington, she was awarded a scholarship for study abroad. After a year at the Technische Hochschule in Dresden, Germany, she returned to Seattle, Washington, and opened her first studio.

Energetic and enthusiastic, Imogen Cunningham is interested in everything, but especially people, photography and gardening. Although she likes to reminisce about the early days, she much prefers to talk about what is going on right now.

She has been a resident of the Bay Area since she moved to San Francisco with her

husband and children in 1917. Today, she has a darkroom, a studio and living quarters at 1331 Green Street. Her house, obscured from the street by trees and garden, and towered over by neighborhood apartment houses, seems a bit of country set down in cosmopolitan San Francisco. For her, it is ideal, as she likes the atmosphere of the city without giving up the coziness of a house and garden.

During her professional career, Miss Cunningham has photographed almost everything that came in sight. Her work can be found in museums, in magazines, in homes, and even in college catalogues. She was official photographer for the Mills College Picture Book, which for many years gave prospective Mills' students their first view of the campus. When the book was brought up to date in 1957, her son, Rondal Partridge, was chosen to do the photography.

As an artist, she is recognized nationally. In 1956, she exhibited in the Limelight in New York City, and in the 20th Century section of the Cincinnati Museum. Her first one woman show was in the Brooklyn Museum in 1912. A member of the San Francisco Women Artists, she regularly exhibits in their annual show at the San Francisco Museum of Art. This year, one of her entries, "People in their places, No. 1," won the "Best in any media" award.

When asked what she likes most to photograph, she replies, "People." Undoubtedly her great gift is her ability to portray the individual; to reveal his personality through the photographic media. Her secret: put the sitter at ease. She does this by indirection. Her glib tongue and quick wit may annoy or amuse, but they demand and get the sitter's attention. Her work never has that "I'm having my picture taken" look. "I like to work with people in their places," she explains.



Career and family do mix

Courtesy Barbara Cannon

"As they are more at ease, and because I feel their environment reflects their personalities."

Much sought after as a lecturer, she formerly taught at the California School of Fine Arts. Even when not teaching, Miss Cunningham's home is filled with young photographers and would-be photographers. She gives freely of her time and knowledge to help people trying to get a start in this most competitive field. She warns all, even those she feels are most talented, that a successful career is most difficult for the professional photographer today, because there are so many good, and thousands of not so good, amateurs ready to take any job just for the fun of it.

Asked why she doesn't rest on her laurels, she replies, "Why should I?" At the present she has a busy schedule, working six or sometimes seven days a week. Her plans for the future? To go on working and to revise *Germany* soon.

Imogen Cunningham's life is an answer to women who wonder if a home and career can be successfully combined. Of her three sons, one is a photographer, one an engineer and the other an architect. She has eight grandchildren ranging in age from five to sixteen years. After more than forty years of mixing a career with raising a family, she regrets only that the time has passed so quickly.



Portrait of Gertrude Stein



Portrait of an actor



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PEOPLE AND PROGRESS

NEW M.E.E.A. PRESIDENT

John Mootz, administrative assistant to Mayor George Christopher, has been installed as the new president of the Municipal Executive Employees Association.

Other new officers are: Robert Macdonald, vice president; J. Edwin Mattox, secretary; Joseph Mignola, treasurer; and Victor

Peterson, John D. Sullivan and Reuben H. Owens, all executive board members.

The M.E.E.A. is comprised of some 150 top executive career men in San Francisco City and County government. The organization seeks to foster and promote higher standards of professional ethics and efficiency.

RETIREMENT

After forty years of public school service, Robert Floyd Gray retired on June 16 as Principal of the Mission Adult High School. "Bob" as he is affectionately known throughout the district, entered the United States Navy during World War I after having completed his Bachelor and Master degrees in English



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Literature at the University of California. Returning from the war, Bob became Vice-Principal in the Alameda School System, teaching Adult Education in the evening. In 1921, Bob was made Principal of the Taft Union High School. While in this post, he organized the Junior College in Taft.

Returning to work in the Bay Area in 1923, Bob was promoted to Principal of the Daniel Webster Elementary School in 1926. By 1928 he had expanded the curriculum at Daniel Webster to include Junior High School, a revolutionary concept in those days, and that year he was appointed to the central office of the Board of Education as Director of Research.

He remained in the San Francisco Unified School District for the rest of his career, and his friends honored his distinguished public service with a party at the Press and Union League Club on June 6.

WORLD TRADE CENTER

A resolution honoring the World Trade Center Authority for its three-year record of establishing the successful operation of the World Trade Center, first international mart in Western America, was presented at the Authority's June dinner.

A similar resolution commending the Trade Center Authority was authored by Senator Eugene McAteer of San Francisco and adopted by the California State Senate at its current 1959 Session.

The Center's birthday dinner also marked the award of the French "Diploma of Prestige" to the Authority by the Committee of Prestige and Propaganda of France. Representatives of the Committee who flew to San Francisco to make the presentation included: Count de La Fayette, direct descendant of General de La Fayette of Revolutionary War fame; Honorable Gilbert Jules, member of President de Gaulle's

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Constitutional Council; and Baron Raymond Rodel, prominent French industrialist and sportsman.

The Center now houses more than 20 foreign nations and 100 organizations engaged in international commerce. Plans are also moving forward for a World Trade Club to be a gathering place for business and social relationships of individuals in global trade.

The Center is now engaged in an international trade development program to stimulate commercial movement of California products in other markets and to cooperate with foreign manufacturers seeking greater sales of their products in the United States.

BALANCED BUDGET

Governor Edmund G. Brown has announced triumphantly that the Administration has succeeded in balancing the State's current budget and may still be able to balance the 1959-60 budget despite the failure of the proposed severance tax in the Legislature.

He made the announcement on receiving a report from Finance Director Bert W. Levit based on sales tax collections through the end of May, processing of individual income tax returns through June 3 and an updated analysis of economic trends.

"If no more of the proposed revenue program is lost, and if there is no steel strike or other economic reversal, it now appears that the 1959-60 budget may be in uneasy balance," the Governor said.

"Loss of the oil and gas severance tax, however, makes probable a sizeable deficit in 1960-61," he added.

The Governor expressed pride in the Administration's achievement of balancing the current budget, which had been anticipated last January to run \$85.4 million in the red by July 1.

(Continued on Page 15)



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Vance Packard is warning us again. Last time, it was in "The Hidden Persuaders." In that book, remember? We were particularly cautioned about the Motivational Research experts, who watch the guileless housewife's eyeblink rate in the supermarket, or chart the sex reactions of unsuspecting males buying autos. All so that, sooner or later, we shall buy on impulse whatever commodities the high-pressure salesmen wish to sell us. This time Mr. Packard is concerned with the snob bugs white-anting this so-called democracy.

The book is sub-titled: "An Exploration of Class Behavior in America and the Hidden Barriers that Affect You, Your Community, Your Future."

The salt pot of the feudal dinner, far from having been eliminated in a log-cabin-to-White-House way of life, has now been replaced by the college diploma. To be without a college education in the United States in 1959 is to be "below the salt" and very underprivileged at the democratic table.

You are being rated. Your rating will condition your opportunities for life, liberty and the pursuit of happiness.

Who is rating you? Against what scales? How are you affected? These three questions are vigorously researched and soundly answered. The book is written in Mr. Packard's bright epigrammatic style. His wry humor crackles. Sadly, with a shake of his head to which the author has just added so many disquieting thoughts, the reader acknowledges the truth in this interesting analysis.

Also, it did seem to us that if you don't give a damn about the whole sordid snobbish business, it probably means that you have the right college degrees, the correct uncles and aunts, the appropriate house and appurtenances in the background. You are a man the bank manager is always glad to

see. You may even have sufficient books on hand to furnish the "library" which Mr. Packard assures us the "right people" are converting the rumpus room into, now that the emphasis is all on culture and education.

INGRID BERGMAN

By Joseph Henry Steele
McKay, \$3.95

If, after reading "The Status Seekers," you have enough cultural self-confidence to be able to take an unashamed interest in something so ephemeral as a beautiful film-star, you will probably find this book both fascinating and delightful.

Miss Bergman's fairytale career and her ill-starred personal life are painted with considerable authenticity and detail, against a world background of movie-making. With Miss Bergman we make films on both sides of the Atlantic. We pay international visits backstage and onstage. Names flickered frequently before us in bright letters in the dark surroundings of the local cinema become living people in these pages.

Ingrid Bergman is remembered as an actress by San Franciscans for a brilliant performance at the Geary Theatre in "Anna Christie." She is also the gifted star of many movies and the handsome mother of a lovely daughter at Mills College.

The human ark, with whatever of the divine it may contain, voyaging seas churned up by the practical fleet of moviedom, makes a rattling good story always. A beautiful woman is forever enchanting. Miss Bergman provides all the material. Mr. Steele does a diligent, faithful and competent job.

The reader can have a fine time reading between the lines. He can follow his own speculations. The most teasing probably is: how much first-rate histrionic gift has been denied fulfillment because Kleig lamps have outshone their less dazzling forerunners, the footlights?

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"Ice Follies of 1959" are now appearing at Winterland. Some of the loudest cheers go to the comedians: the Kermont Brothers, the Beattys, the Scarecrows and Wall and Dova.

The smallest star of the Ice Follies, 13-year-old Janet Champion of San Diego, is a real show-stopper. The diminutive skater is featured in two numbers, "Ballet Royale", in which she is cast as "le petit prince" and the other, "Land of Sew and Sew", in which she plays a little girl with originality.

HE WHO MUST DIE at the Vogue Theatre, Sacramento Street, is a superb film made on the isle of Crete. It depicts Greece in the throes of a Turkish invasion in 1921, and is a brilliant study of characters among conquerors and conquered. It reveals the same separation of humanity into cynics, collaborators, and sturdy resisters which the unfolding drama of the twentieth century has made grimly familiar.

A Passion Play, in which the characters are played by workers of a Greek village, provides a framework for a real life drama in which each actor translates his scriptural assignment into action. The arrival of a group of refugees, survivors of a Turkish massacre, serves to trigger as poignant and moving a drama as we have seen on the screen for a long time.

IMPRESSARIO HUOK is offering a consolation prize to those who failed to gain admittance to the few performances of the Bolshoi Ballet. He has arranged for a three-day engagement of the Russian Music and Dance Festival, which comes to the Cow Palace August 4, 5, and 6.

This attraction from the Soviet Union is part of a cultural exchange with the United States. The troupe numbers 200, and features stars of the Bolshoi and Leningrad Ballets and Ukrainian, Georgian, Armenian and Uzbek folk ballets. The Platnitsky Folk Choir is also part of this large organization. There will be a full symphony orchestra.

The local engagement is under the management of Moss & Hayman, under whose management the Bolshoi Ballet just concluded their San Francisco engagement.

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People and Progress (Continued from Page 13)



District Attorney Thomas Lynch

LAW ENFORCEMENT

San Francisco District Attorney Thomas Lynch has agreed to act as special personal adviser to Governor Edmund G. Brown on law enforcement problems.

Lynch will confer with the Governor on a number of important matters.

Among them, are the questions about State prison and parole procedures raised by Los Angeles Chief of Police W. H. Parker.

Governor Brown will ask Lynch to make a specific recommendation on Parker's suggestion that a special Commission be established to study the present parole system and its handling by the Adult Authority.

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JULY - AUGUST, 1959
VOLUME 26 NUMBER 7

LETTERS

A big cheer for Supervisor William Blake or his plan for a Pacific Heights Tunnel. Some of us are sick and tired of the ruthless way in which business sites and private homes have been put under the axe to make room or ugly surface freeways.

It is to be hoped that the engineering study of Supervisor Blake's proposal will be conducted with fairness. We ought to know from the experts what would be the cost of building the surface freeway which some City and State authorities advocate, and also how much would be lost in tax revenues if this dangerous alternative plan were carried out. Then furnished with comparisons we could rightly assess the estimated cost of drilling the Pacific Heights Tunnel.

JOSEPH F. RAE,
389 Church St.,
San Francisco

It was good to see tributes to two persons of imagination — Imogen Cunningham and Don Clever—in your June issue. The way your beautiful city is being torn up to make room for roaring traffic had made me wonder whether this quality of imagination matters any more!

DORA MILLER,
1322 Shafter Avenue
San Francisco

Why all this fuss about the failure to complete the Giants' new Stadium? Is this the first construction program which has missed making a deadline?

I would rather sit in safety and comfort in the Seals' Stadium than suffer a broken leg or collar-bone in a brand-new building pushed up at the last minute without sufficient guard rails and protection for the public.

DON KAMP,
141 Elm Avenue
San Bruno

San Francisco may be proud of the achievements of our World Trade Center to which you referred in your June "People and Progress." In three years it has made an important mark upon the life of the West.

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BAY WINDOW

GREASE PAINT: George J. Arnold works in the warehouse of the Department of Education, and his wife Agnes K. Arnold works for the Purchasing Department of City Hall. They have a daughter Jean who has a haunting contralto voice, beauty and a hypnotizing stage presence. She has made her home in New York, near the theaters and TV studios where she can use her gifts as an actress-singer.

Jean's husband Lee Henry is a personable Texan whom Margo Jones spotted as a born actor. He has earned laurels in Shakespeare and Greek drama, and is a dreamer who has the knack of making his dreams come true.

DREAM: Jean and Lee, in the midst of Manhattan engagements, dreamed of putting on Shakespeare in a tent and decided not to grow old wishing—they acted with dispatch, came to Jean's home town of San Francisco, wore out shoeleather making calls on substantial and civic-minded citizens, and mustered eighty-two investor-founders of the Shakespearean Tent Theater, which opened its first summer season in June.

BIRTH: George Arnold, who is a handy man, got in the act on the day of the dress rehearsal by fixing make-up tables at the last moment, and using his nimble practical talents to improve conditions backstage.

The theater, with a green roof and comfortable red seats, is on Fisherman's Wharf at

2594 Taylor Street. As a compliment to Shakespeare, the cable car gripmen muffle their bells when they are within range of the actors' voices. The youthful cast who perform "Macbeth," "The Tempest," and "Much Ado About Nothing" are adept at skipping over tent ropes when they come off stage, squeezing themselves into cramped dressing rooms, enunciating with resonance and clarity which conquers the rival noises of the street, and acting as their own publicity agents.

The plays—directed by Rolf Forsberg—reproduce the imaginative appeal of the Elizabethan theater which did not depend on elaborate scenic effects but rather on the power of suggestion, voice magic, evocative music, flights of fancy shared by audience and players.

PROSPECT: We give the whole of our Bay Window to this heroic venture because it is our policy to encourage cultural progress, and our rooted conviction that there is a place in San Francisco for a summer season of classical theater. The standards of this company are high. Given the encouragement he deserves, Lee Henry could do for summer drama what Merola has done for Fall opera—institute a new and enriching feature in our city life. We hope the Mayor and Supervisors will find time to visit this tent, and that the Junior League, or some similar organization with many good works to its credit, will get behind the project of creating an annual summer Shakespearean festival.

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How Rookie Firemen Learn Their Job

by Maurice Hamilton



Lieuts. Rustico and McTernan explain communications system

THE ASPHALT grounds are no match for the rolling green lawns of San Francisco State. The single classroom in the single building, however modern, is dwarfed by Stanford's dozens of buildings and hundreds of classrooms. And the squat tower of utilitarian brick cannot compare with the graceful campanile at the University of California. But San Francisco's Fire College is probably as important to the community in its own way as are any of the other institutions of higher learning in the Bay Area. Because with this college and its faculty rests much of the responsibility for preventing even a partial repetition of the holocaust of 1906.

Located in the industrial section of the Mission district, at 19th and Folsom Streets, the Fire College does not draw attention to itself as a school. But from it come some of the best trained firemen in the country, men who a few short weeks before were the rawest of recruits, and other men, experienced firemen who are being drilled in the latest development in firefighting.

Our firemen were not always trained this way. Indeed, the old timers will tell you that they "never had it so good" when they started with the Department, but thanks to the foresight and imagination of men like Chief William F. Murray both the rookie and the old-timer in the department today have it "good," and so does the department as a whole.

Captain Alexander Potter, a twenty-one year veteran of the fire-fighting wars in San Francisco, tells of those old days when he first entered the ranks. "I was assigned to a house on my first day with the Department—actually it wasn't daytime at all, it was night—and the things I didn't know would have filled a large book. In those days the company commander would usually assign the new man to follow one of the older more experienced firemen, sort of a 'watchdog' kind of operation. You learned what this man was willing to teach you, and in a lot of cases it wasn't much—he'd learned the hard way and he expected you to do the same. Then too, he probably resented having you as a responsibility. Well, the first alarm I went out on, I stuck pretty close to my 'watchdog,' trying not so much to help as to keep out of the way. It was a

fair-sized fire with several other companies responding, and before I knew what was happening the Battalion Chief was ordering me up a ladder to open up a hole in the roof. I looked just like any other fireman—he had no way of telling I was I rookie. So I took off up the ladder expecting the rest of the company to be right behind me. I got to the roof before I realized that I was all by myself. I opened up the hole in the roof and then sort of sat out that fire up there 'cause I really didn't know what to do next!"

Obviously the new fireman in the old days was a decided drawback rather than an asset to his company, and was looked upon as an object of pity and scorn. He was resented because he was little or no help and the men of his company had to work that much harder to take up the slack. He was disliked because the rest of his fellows were morally responsible for his well-being and his safety, a responsibility made all the more difficult because of his lack of knowledge and know-how. But he learned gradually, the hard way, though the hard way could often be costly in mistakes that prolonged the job of putting out a fire.

Potter tells of a rookie who responded with his company to a fire that was growing in intensity and destruction. He was instructed to head for the nearest corner and "pull another box." Dutifully he set out on his mission, found the alarm box and went through the motions. It wasn't until later, after a great deal of additional damage had been done, that it was discovered that the rookie had merely opened the door of the alarm.

Today a rookie fireman takes eight weeks of instruction before he ever has to respond to a fire. His classes begin at eight a.m. and go until four p.m. five days a week. At the end of each week, there's an examination on the material covered. He has study assignments to complete at home in volumes covering such things as the Rule Book, Elementary Firemanship, the Pump Manual, the Ladder Manual, Assignment Rules, and the fireman's bible, the Procedure Guide.

A typical day for the recruit is devoted to several subjects, which might include the signal code, a rope drill, a demonstration by a

hose tender, and the use of stand pipes. He may hear a lecture by a guest instructor, or see a film, although most available films are unsuitable for direct instruction. Or he may spend time out in the yard learning how to tie a sheet bend in a rope or practicing the art of "locking-in" on a swaying ladder several stories above the ground. By the time the eight week course has been completed the recruit can take his place beside the most experienced fire fighter, and both he and the older man know he will be a help instead of a drag.

Is the opposition to this recruit training as bitter as it once was? The answer is a resounding and emphatic No! The rookies coming out of the College have lost little time in proving themselves. For example, Jim Kelly, fresh out of the College, spotted a fire on one of his days off duty and was able to enter the burning house to rescue two young children from an otherwise certain death. The effort won him a Class A medal and won the College another good mark in the eyes of every man in the department, because it was apparent he could not have carried out such a rescue without his training.

But the real test of the success of the College in its recruit training program is coming from the acceptance by the old line officers in the Department, many of whom fought the program vigorously at its inception. "It used to be," the men at the College will tell you, "that these old-timers wouldn't take one of the kids' on a bet. Now we have them banging down our doors asking that they be assigned to their company."

The College, however, is not devoted only to the training of recruits but to keeping the older men up-to-date on the newest methods.

"We always had a fire tower," Henry A. Lindecker, Assistant Chief and present Director of Training, will tell you. "But there the concentration was mainly on the physical aspects of the job. You'd be detailed to the tower from your company and only when you could be spared. The visits were sporadic and the complete emphasis was on handling ladders, hoses, ropes and the like. Since there was

(Continued on Page 6)

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Lieut. Ebenritter instructs in use of ladders

no unit, drilling, training was pretty disorganized."

Training of a fire company as a unit is particularly important because that is how the company functions at a fire, but was impossible in the days when a man worked ten hours a day and was then off fourteen with work days staggered so that the same company could rarely work together as a unit. Now each company works its entire shift together, with a twenty-four-hours-on and forty-eight-hours-off schedule. Today the inservice training program can be carried on with the units that actually work together.

The first steps towards achieving the Department's present inservice training program were taken in 1949 when the old tower was doomed by a freeway and a new training place had to be found. The new "fire college" was first installed in the old WAVE's barracks on the campus of City College of San Francisco and it was here that the academic aspects of fire fighting were introduced into the training program. Captain Potter, who spent his war years as a fire protection officer with the Navy, as well as instructing in fire-fighting and prevention, was one of the fourteen men of the department who were trained and certified by the State to instruct the various phases of firefighting.

The location at City College was a happy arrangement for both the department and the school. On a reciprocal basis firemen taught City College students majoring in economics or hotel and restaurant management about fire protection and prevention. In turn, two City College professors, John Bohr and Manfric Mueller, taught one of the first radiation courses ever to be given to an American fire department. Since the local fire department is a keystone in our Civil Defense plan, a knowledge of radiation and radiation monitoring is most important.

In fact, our foremen became so proficient in this new art they were soon called upon to teach volunteer Civil Defense units not only about fire fighting and prevention in disaster control, but also about the fundamentals of radiation. "This was all pretty elementary by present day standards," Potter explains, "but it was a start and has led to the

much more intensive course that we now give at the Fire College."

In 1953 the Fire College was moved to its present location and work began in earnest on inservice training for the old-timers. As might be expected, the program met a certain amount of resistance from men who had been on the job a long time. They resented having their ability, which they felt they demonstrated daily, questioned. "We got sort of sneaky mean when this first happened," one of the College instructors relates.

"We called in some of these company commanders and began giving them tests. They claimed they knew the subject backwards and forwards. Well, we let them prove it." Each of these older men was called on, for example, to list each item of equipment on his particular piece of rolling stock, its location and its use. Many an old timer came a cropper on this test while the younger men men who had been drilled in these fundamentals outshone him. "It wasn't long," this instructor recalls, "before the older guys began to see that they really didn't know it all, and they began to really put out an effort to bone up so they wouldn't be caught short the next time."

This kind of reviewing was gradually increased till today each company in each house in the city spends some time every day, Sundays included, in drilling. San Francisco residents may be startled at any time by the sight of a fire engine pulling up to a hydrant, men jumping from the truck and going through the motions of unloading hose, attaching it, turning on the water, etc.

There is no fire to fight at all. It is just a drill that not only delights all the small boys within a radius of a mile or so (small boys have some secret way of knowing when a fire engine is around, even without benefit of siren or bell), but also serves to keep even the most experienced fire fighter up on his duties in any given situation. Every three months the order of the drills is revised with weak points given more emphasis, but in every house in San Francisco there is a schedule that is rigidly adhered to, using as its basis some forty subjects, ranging from: Apparatus Response (routes to fires) to Water Supplies and Water Towers. Drills of an academic nature are held in the firehouse with the company commander acting as instructor and discussion leader.

Drilling does not end in the individual fire houses. All companies spend some of their inservice time each year drilling in the college yard. In addition to instruction in the use of new equipment, such as the triple combination which has recently been introduced, men of the department must be instructed and tested in new jobs.

The net result of all this drilling is apparent in our present underwriter's rating on fire insurance. San Francisco is now just a small notch below excellent, and the men at the Fire College feel certain that soon our city will be rated among the top cities in the country for fire protection.

The staff at the Fire College is a small one, consisting of Chief Lindecker, who is Director of Training, and Captain Potter, who is Supervising Training Officer. He is assisted by

Lieutenant Francis Mullally, the Senior Training Officer, and Lieutenants Charles McTernan and James Rustice, both Training Officers. Lieutenants H. Ebenritter and R. E. Bourke are Training Officers assigned to inservice Training, while Lieutenant William Best acts as Civil Defense Liaison as well as an instructor in Rescue and First Aid. Fireman Arthur Kuersten acts as an instructor in Breathing Apparatus, and Firemen William Hall and John Bauer round out the staff.

Chief Lindecker is justly proud of the College's achievements, but he has other plans for his college that will make it even more efficient. He hopes in the near future to expand the space now occupied to put in more facilities that will make the training courses even more realistic and more practical. It all depends, of course, on money. However, in this respect, Chief Lindecker, Captain Potter and the rest of the faculty of our Fire College have one very big thing "going for them." The success of their efforts has been demonstrated in many ways, not the least of which is the rapidly rising Underwriter's rating. This is a success that even the most hard-headed guardians of the public funds will have a difficult time ignoring when the time comes to budget additional money for the projected improvements.

Meantime, the next fireman you meet you might want to address as "Docot." He may not have the sheepskin to prove it, but if he's a San Francisco fireman he's as close to a Ph.D. in Firefighting as anyone is going to get.

STADIUM BLUES

Some months ago, said poet Glassman:

"Whatever name the Stadium has, man, The Giants' glory's undiminished."

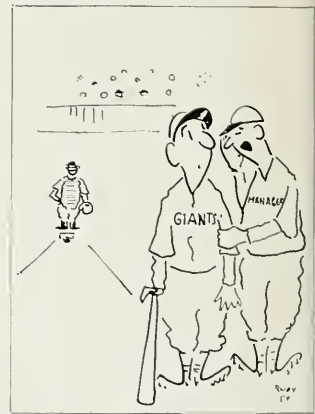
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—Spectator

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Public Works and Fire Dept. Co-operation

by Virgil Elliott

ONE OF THE larger projects assigned to the city's Department of Public Works over the past several years has been major overhaul of fire houses—an undertaking that is providing San Francisco with a coordinated network of fire station facilities second to none in the Nation. Ten new houses have been built and five others reconstructed during the past four years; two more are underway, and eleven others are in the planning stage.

The task has been more than just a construction project—it also has involved a carefully thought out relocation and consolidation program designed to provide a maximum of protection at all times, taking into consideration shifts and expansion of built-up areas. The end result, in addition to giving the citizens the best possible fire protection, is to make possible minimum fire insurance rates.

helped the horses to gain speed going downhill to a fire. They could take their time on the way back.

Motorized fire fighting equipment has altered such requirements. Hence, the consolidation and relocation plan has brought about a number of "merged" stations and the search for sites that were more central, or otherwise more strategic. In some instances, two old sites were given up in preference for a new location, such as the abandonment of old houses at Twenty-fifth and Valencia and Church and Duncan in favor of a more suitable location on Twenty-sixth street near Church where a new \$262,000 structure was erected. The consolidation has helped to reduce overhead costs in many instances, as well as providing a more complete fire-fighting unit ready for coordinated action in a given area. Improved communication and changed traffic conditions have been other factors considered

use. This prevents fumes and cold air from ascending into the firemen's sleeping quarters. Chief Murray also pointed out that the new houses are equipped with a special type exhaust system that quickly removes exhaust gases from operating equipment. Another very desirable feature, he stressed, is the hose drying towers installed in each of the new houses.

Chief Murray said the \$4,750,000 fire house construction bond issue has provided money to complete about 75 per cent of the current building program. The last project being financed from these bonds is Engine House 14 at 109 Oak Street. Final plans have been approved and work is expected to start early this fall. The other project in progress is Engine House 15 at 2150 California Street, a \$321,500 construction job on which work began July 1.

San Francisco's top notch fire



Old horse-drawn equipment: downhill to a fire was better

Of course such a construction program requires close cooperation between the municipal agencies involved, and it has enjoyed such a reputation as the Public Works and Fire departments have jointly worked hand in hand. The role of the Department of Public Works has been to design and supervise the construction of the various structures in accordance with plans outlined by the Fire Department.

Many years ago it was important that fire stations be situated fairly close together because of the relatively slow speed of horse drawn equipment. And if a station could be located on the top of a hill, so much the better, as it

in the relocation of fire houses.

As to the type of structures being built, every effort has been expended to construct fire and earthquake resistant buildings of functional design. A fire house is a special purpose building, in that it must be designed to accommodate both equipment and housing of personnel on a 24-hour basis, including provisions for sleeping and meal preparation, according to John Devitt, Assistant City Architect.

Fire Chief William F. Murray pointed out that one of the novel features in the new houses is the "Boston" sliding pole which has trap doors between the floors that close automatically when not in

fighting facilities, plus well trained qualified personnel, comprise a combination that has been rated as Class II by the National Board of Fire Underwriters. No city in the United States qualifies for a Class I rating, and only a few share Class II honors with San Francisco. That is why our citizens have such excellent fire protection and enjoy such low fire insurance rates.

And to maintain such a superior standard means a continuous improvement program, including additional construction projects, and this is why the Department of Public Works' architects and engineers are going to keep busy for many years.

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Wilbur Clark's Solution For Our National Debt



Wilbur Clark (right) with Hollywood golfing buddies

WE MET Wilbur Clark in his famous Desert Inn at Las Vegas. Ed. Sullivan popped up at the entrance of the dining room where we talked with the owner of the hotel and casino to which an amazing number of America's VIPs have come at one time or another, in addition to a continuing stream of recreation-seeking plain citizens since its opening in 1950.

Between telephone calls and assaults upon privacy by pertinacious information-seekers, the stocky, genial Democrat, in open shirt, with his pocket full of \$100 bills, opened up about himself, his beliefs, and his plans, over his first meal of the day—a tasty steak at three o'clock in the afternoon (he goes to bed at 6 a.m. and rises around noon).

The name of Wilbur Clark is a legend associated with a nationally known Las Vegas casino, but the real man is the most approachable of human beings who evades no

questions, has more irons in the fire than there are croupiers in his casino, and consumes from the moment of waking to the end of his day enough energy to govern a state.

He is on first-name terms with senators, business tycoons, and stars of the entertainment world, as well as a host of small-town visitors. Recently his name was in the news because of his audacious backing of Johannsson against Floyd Patterson which brought him a mint of money. Gambling is in his blood, and there is no suspenseful issue from horses to boxing and political elections upon which he will not chance a throw.

The career of Wilbur Clark follows with singular consistency from his first memory of shooting crap under a railroad trestle — from a small town of 40 inhabitants in Illinois he came west and graduated in a rugged school from bellhop in San Diego to tavern

owner, dealer in Reno when Nevada legalized gambling in 1931, purchaser of the Monte Carlo Club and the El Rancho in Las Vegas, and ultimately builder of the ambitious Desert Inn. Through this meteoric rise from obscurity to notoriety, he has remained a native and citizen of the world of chance, always ready to match wits and guesswork against a competitor, to take the rough with the smooth.

Now, when darkness comes to Las Vegas, and the colored fountains with musical accompaniment play above the pool of the Desert Inn, and the lights of his theatre restaurant go up for one more star-studded performance, and crowds push around in dalliance with Lady Luck, Wilbur Clark neatly tailored like the president of a corporation, sits at the heart of his kingdom and reflects upon his own considered judgment that there are four exciting things in the world — gambling, whiskey, hotel life, and show business—and here he presides over them all under one roof!

The active brain which has conceived this business is occupied with other projects from real es-

tate to politics. One controversial thesis he vigorously supports: the desirability of a national lottery. He cites the example of the Irish Sweepstakes and the State lotteries in Australia, claims that tickets for an American national lottery should be sold in post offices, and the income—an estimated \$10 billion a year on weekly lotteries—should be used to reduce our astronomical National Debt of \$276 billions upon which the taxpayer has to pay \$8 billion a year in interest.

He reminds critics of this scheme that the people who settled Virginia in 1612 were financed by a lottery, and the money which provided for most of the food and uniforms in George Washington's army was raised by a lottery which was run in the colonies.

Wilbur Clark claims that he is in the good company of Percival Brundage, who as President Eisenhower's director of the budget, suggested that Congress investigate the possibility of setting up a lottery, and of Republican Congressman Paul Fino, who has researched into the figures of revenue from this unexploited source.

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Woman of the Month

Busy Barbara Menshikoff Heads Community Children's Nursery

by Myrtle Williams

YOU MAY have seen her walking briskly along Post Street, on her way to the Bank of America. You then would have noticed how she greets everyone with a smile, and shows sincere interest in their problems. This lively personality is Mrs. Barbara Menshikoff, head of the Community Children's Nursery at 2174 Post Street.

She was born in Russia, and at the age of ten moved to Manchuria. Her father was a health inspector for the Chinese Russian Railroad. They had a lovely home near the railroad, in a Russian province called Harbin.

tion, and received her Bachelor's Degree. She studied Nursery School Tactics and Techniques. During the summer she went to the University of California and took physics. It was at the University of California that she met Mr. Menshikoff.

Her first job was with the Del Monte Nursery in San Leandro, run by the Del Monte Cannery Company for their workers' children. She started working at her present job in 1933, and has been there ever since. She started as a teacher and remained one for about three years. Then she rose



Mrs. Menshikoff, attorney Mrs. Anna Varakin, pupil of 25 years ago, and Dr. A. A. Maximova-Kuloev celebrate 25th birthday of the nursery

In 1925 the education program only went as far as high school. Mrs. Menshikoff went to the Great Siberian University in Tomsk. The students traveled to school on a military train. After one year at the University she had to discontinue her studies because of the war between the Red and White Russians.

One day in 1926 some people from the United States came to Harbin. They were taking students who desired a higher education back to the United States. The leader of the group was Mr. David Barrows, former president of the University of California. They were told they would receive scholarships. Mrs. Menshikoff was lucky enough to come over with the first group, which consisted of thirty boys and five girls.

She received her scholarship at Mills College. It was there that she studied Public Health and Educa-

tion, and received her Bachelor's Degree. She studied Nursery School Tactics and Techniques. During the summer she went to the University of California and took physics. It was at the University of California that she met Mr. Menshikoff.

Russian refugees organized the nursery as the Russian Children's Day Home in 1925. There were no other nurseries in the area at that time. In 1926 the premises at 2174 Post Street were purchased and the Institution was permanently established. It was supported by proceeds from charity balls, concerts and various entertainments given for this purpose. Three years later the Community Chest added the nursery to its list of agencies. They give the nursery one-third support. Recently the name was changed to the Community Children's Nursery to reflect the aim to serve all children regardless of creed or nationality.

The nursery is open from 7:00 A.M. to 5:30 P.M. All the children are examined by the school before admission, in addition to a check-up every three months. They have daily inspection to prevent the

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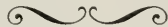
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spread of diseases, monthly measurements of physical growth, a well balanced diet and regular rest periods. The ages range from three to ten years. They are divided into three groups—pre-school, kindergarten and grade school. Each group has its own instructor, playground toys, educational equipment and schedule of activities. Enrollment is limited to fifty children. Children's fees are charged on a sliding scale, depending on parents' ability to pay.

Mrs. Mensh, as she is affectionately called by her children, teachers and friends, believes in trying to size up each child. She gets to their main interests and works on developing it. She also believes that you should punish a child with idleness, instead of extra duties, like writing 100 times "I will not . . . etc." Idleness is punishment and work is glorified.

About three quarters of the children are from broken homes. Some are the children of mixed marriages and of exchange students. There are about seventeen different nationalities attending. To name a few, there are children from Brazil, Iraq, the Philippines and Argentina.

The main problem was and still is, a long waiting list. About five years ago they purchased the building next door at 2170 Post Street. They paid for it with food sales, rummage sales, plays, etc. This was purchased in the hope of expanding, but the building has turned out to be too old and expensive to remodel. Mrs. Mensh, as if she didn't have enough to do, is the manager of this building. This of course entails the writing of receipts, listening to complaints, conferences with plumbers and electricians. What is left from the maintenance of this building goes into their building fund. Their problem is still space and money.

Their present building would also be too expensive to have torn down, and a more modern one erected. Mrs. Mensh recalled that about ten years ago, they were told they would have to move. However, after installing a sprinkler system in the ceilings of the rooms to put out fires, they were allowed to remain. This cost them \$3,000.

The upkeep in their present building, per month, for gas, light, food, etc., is quite high.

Every day is a busy one for Mrs. Mensh. The phone is continually ringing, there are many meetings to attend. Still at the end of the day, she will squeeze in a moment to chat amiably with the parents.

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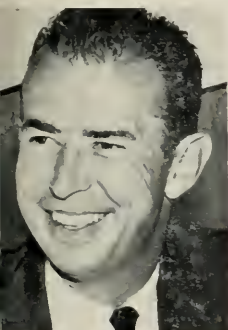
PEOPLE AND PROGRESS

WILSEY AND HAM

Wilsey and Ham engineering and planning consulting firm with headquarters in Millbrae, has been joined by the five-county Bay Area Rapid Transit District to conduct routing and other studies in San Mateo County in connection with the development of detailed plans for a rapid transit system to serve the Bay Area.

Chief Engineer Kenneth M. Hoover said the Wilsey and Ham firm is retained under a \$45,000 contract to conduct routing and public utility location studies and to develop cost estimates for the San Mateo County segment of the proposed system.

The work will be carried out under the overall direction of the district's three-firm team of prime engineering consultants, Parsons, Brinckerhoff, Hall and Macdonald, Bechtel Corporation and Tudor Engineering Co.



President Lee E. Ham

Hoover said the Wilsey and Ham firm was brought into the rapid transit planning organization because of "its intimate familiarity with San Mateo County through extensive experience in a wide variety of engineering and planning projects in that county."

Lee E. Ham is president of the firm and Charles T. Blair is vice president and chief engineer.

NORTH CENTRAL ASSN.

San Francisco's record of national leadership in some phases of civic betterment was stressed by Mayor George Christopher in an address at the August meeting of the North Central Association—the 60-year-old organization representing property owners and busi-

ness interests in the financial district and adjoining areas.

Mayor Christopher asserted that several of San Francisco's improvement projects have been copied by other communities throughout the nation. As an example to substantiate his statement, he mentioned the city's method of financing construction of off-street parking facilities. He said the Pershing Square Garage in Los Angeles was patterned after the Union Square Garage here and that Boston is studying the San Francisco formula in planning a 3,000-car garage under the historic Boston Common.

In a brief summary of recent developments, the Mayor declared that San Francisco has put through or is busy on a record program of improvements without jeopardizing the municipality's credit. He reported progress on redevelopment, promised "the most dramatic rehabilitation of the waterfront," outlined preparations for restoration of the Palace of Fine Arts and reiterated the moral obligation of the city and county to help obtain a suitable and adequate new location for the produce market.

Regarding San Francisco's present and future responsibilities, Mayor Christopher stated:

"What we must do is to bring about a more wholesome climate of understanding between business

and labor. The only way this can be done is through prosperous business firms paying dividends and employing more people."

MORE MAIL

As more people flood into the Bay Area and as San Francisco continues to grow, the amount of mail handled by the San Francisco Post Office reaches higher and higher levels.

Postmaster John F. Fixa has announced that during the four week Accounting Period, April 4 to May 1, 1959, the postal revenue of the San Francisco Post Office totaled \$2,931,168, an increase of 21.3 per cent over the same period in 1958.

During the same period 85,041,807 letters were processed at Rincón Annex, of which 20,762,381 were for local delivery.

STATE FAIR

The 1959 California State Fair and Exposition is shaping up to be the biggest, the gayest, the best in the West.

Admission Day, September 9, when California celebrates its 109th birthday, will be filled with special programs and events.

In addition to honoring California's admission to the Union, September 9 also will be California Orange Day, Red Cross Day, Forest Products Day, Lions Club Day, and El Cerrito Day at the Fair. It



Mayor George Christopher was welcomed to the August meeting of the North Central Association by officers of the organization—President George E. Keeney, Bechtel Corporation; Executive Director Phillips S. Davies, E. W. Aze and Company; Director Fred C. Boler, Standard Oil Company of California; Vice President Norman E. McFadden, Western Title Insurance and Guaranty Company.

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will be one of the busiest of the 12 days of the Fair, which this year runs from September 2 through 13. During the afternoon, thousands of Fairgoers will crowd the Grandstand for the race program which will feature some of the Golden State's finest horse flesh.



Sherrill Smith, S. F.'s candidate for Maid of California

This is the first year that the State Fair has required completely identical swim suits for participants in the annual beauty contest, but the pageant will be colorful despite the fact that all swim suits will be white. And of course the winner, "Maid of California," will be draped in a regal purple robe with a silver tiara placed on her head by Governor Edmund G. Brown.

NEW APARTMENTS

The construction of the old one-family home is on the decline in California, and builders are concentrating instead on apartment houses, especially in the cities.

In 1955, over 84 per cent of the State's housing starts were one-family houses, but only three years later the percentage had dropped to about 62 per cent.

A variety of economic, social and demographic reasons contribute to the demand for apartments, states Dr. Leo Grebler, chairman of the Real Estate, Research Program at the University of California, Los Angeles, including:

(1) Land prices are shooting up all over California, and the builder gets a bigger return from his land by erecting apartment houses.

(2) With increasing prosperity, bachelors, working girls, and widows, who, formerly rented a single room or boarded with a family, now want their own apartments.

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Craft of Politics

by Jane Rawson

TO BE A POLITICIAN
by Stimson Bullitt

Doubleday, \$3.50

This most engaging book reflects Stimson Bullitt's own character, and also his first-hand experience.

With more wisdom and intelligence than usual, and with a far more stalwart framework of values for reference than many writers in the field, the author analyzes contemporary politicians and implies the ideal to which the politician should approach.

From experience, the clear-eyed Mr. Bullitt has inevitably acquired a cynical view of politicians, and his measured assessments seem just. His innate philosophic compassion for the frailty of man and a developed historical sense enable him, however, to see politicians as they frequently are and yet view the future of government with balanced optimism.

This book is, therefore, excellent reading for the young man who thinks of embarking on a political career. The liabilities and possible rewards of his future are set before him. Probable temptations and achievements are outlined. Incidentally, Mr. Bullitt's attitude to financial dishonesty in politicians is refreshingly realistic. Likewise, his discussion of boredom in the political arena.

Mr. Bullitt takes a firm stand that a politician must preserve his independence. If he loses office, he must have at hand other means of livelihood. He does not appear to stress sufficiently that politics is a rare and strange world. If you really belong to it, it is heartbreaking to be forced back to second best, and the "other means of livelihood" are not so easy as the author implies. For politicians, as for actors and lovers, there is no simple "either/or".

The people who should not only read the book, but also digest it, are the fervent workers for political candidates. Unhappily these individuals have a certain frenetic approach to the subject and Mr. Bullitt's calm philosophic thought would have salutary impact on them. In a time when candidates are presented to electorates through professional campaign staffs, a situation which the au-

thor pictures clearly in the round, party members of real caliber working in districts can serve as very healthy watchdogs. Reading Mr. Bullitt, you are made aware of the possible size of the gap between the candidate as he appears on screen, and as he really is.

One group of people who will find the book well worth study are those who are a little naive about the political world. The book will give them real insight into what it means to become a politician, to have, on occasion, to put one's whole life into hazard at campaign time, to be called to answer for sins of commission and omission of misguided or inferior colleagues, possibly to have one's personal destiny in balance in a moment of mass hysteria.

Altogether this book provides a strong breath of fresh air from a territory too often befogged and stagnant. The author quotes the "big figures" (such as Winston Churchill). We are constantly privileged to gain inspiration from those who have it to vouchsafe. Those who work in and around political assemblies will appreciate the opportunity for sharing Mr. Bullitt's clear insights.

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It's Never Too Late to Learn

by Donald McDaniel



Dave Brubeck Propels Darius Milhaud

EVERY NIGHT of the week, some forty million Americans skip their second cup of after-dinner coffee, turn off the television set, call in a baby sitter and go back to school.

These adult learners are engaged in what a noted California educator calls "the fourth level of education." According to Dr. Paul H. Sheats, Dean of University of California Extension, "The battles for education at the grammar school, high school and college level have been fought and won. We are now moving into the fourth level, the continuing education of adults—the age of Lifelong Learning."

The largest university adult education program in the world is conducted by the University of California which enrolls more than 380,000 Californians each year in evening classes, conferences, lecture series, workshops, discussion groups, seminars or other organized educational activity. These programs meet at more than 500 locations throughout the State, from Humboldt County in the north to San Diego in the south.

Established in San Francisco more than 70 years ago, U.C. Extension is one of the oldest such organizations in the United States. It was conceived in 1886 by U.C. President Edward S. Holden who recommended to the Governor that a San Francisco Center be established for adult education activities.

"If this desirable end can be reached," Holden asserted, "the usefulness of the University to the community would be trebled."

In 1891 the first Extension courses—in history, mathematics, English and philosophy—were conducted for 170 San Franciscans. Two years later, Edward F. Searles donated "the mansions and

lands on the crest of California Street" to the University to serve as an Extension Center, Art School and Museum. This plant, the Mark Hopkins Institute of Art, was already a famous cultural landmark when it was destroyed in the 1906 fire.

Extension continued its services at various downtown locations through the five decades which followed, until early in 1958 when it moved to the renovated San Francisco State College campus at 55 Laguna Street.

One of the largest centers of its kind in the nation, the Extension plant covers six acres, bordered by Haight, Laguna, Buchanan and Herman Streets. Only one block from Market Street, the campus is readily accessible by public transportation and provides parking facilities for more than 250 cars.

"In operation for only a year-and-a-half, the San Francisco Center has already come to be recognized as a center for the arts and as an authentic adult college," says Dr. Morton Gordon, Administrator for the Center and head of Extension's Liberal Arts program in Northern California. "Our aim is to cultivate this image and to provide, not merely a classroom facility, but a true focus for the City's business, professional and cultural life."

The scope and variety of its offerings indicate the extent to which the Center has already become an integral part of the work and leisure life of San Francisco.

At the broad base of Extension activities are the more than 200 evening classes, in subjects ranging from art to zoology, which are offered each spring, summer and fall. Along with courses of general interest, Extension offers full programs in engineering, education, business administration and

economics. Special Certificate programs are designed for those who wish a planned course of study, keyed to a particular field and developed by experienced counselors. Lawyers, doctors, nurses and other professional people attend post-graduate programs which are organized in cooperation with their professional societies and associations.

More than 50 courses in all phases of business administration are offered along with certificate and study programs in Industrial Relations, Medical Care Administration, Production Management, Business and Management for Technical Personnel, Accounting and Credit Management.

One of the most popular programs in this field is the CPA Study Program, a series of about 12 courses leading to the CPA examination.

Extension's Certificate Program in Public Administration is designed to prepare government employees for greater responsibilities and to aid them in personal and professional advancement. Government administrators at the federal, state and local levels, work with academic supervisors in keeping the program up to date.

Members of this Advisory Committee include representatives from the Twelfth U.S. Civil Service Region, the Federal Personnel Council, State Personnel Board, League of California Cities, California State Employees' Association, Housing and Home Finance Agency, Department of Health, Education and Welfare, American Federation of Government Employees, County Supervisors Association, State Department of Public Health, and the Twelfth Naval District.

Thousands of San Franciscans have attended film showings, poet-

ry readings, concerts of chamber music and jazz, lectures on literature and other cultural events at the Center. Among the most significant of these programs was the recent "San Francisco Renaissance," a series of four weekend programs devoted to painting, architecture, drama, literature and music. Lectures, discussion group exhibits, round tables, and live performances were part of each program which included everything from poetry readings by members of the "beat generation" school of writers to the world premiere performance of a new symphony work by Darius Milhaud.

"The Renaissance weekend helped us to realize the unique role of the Center in the San Francisco community," Dr. Gordon says. "The program on painting and architecture represented one of the most intensive and broadest cooperative efforts by local agencies and institutions in the history of the city. More than 20 different museums, galleries and educational institutions, which are normally competitive, worked together to make the program a success. If the Center can continue to foster this kind of spirit and encourage cooperation among competing agencies then it will have made a profound contribution to the life of the City."

Dr. Gordon sees other services which the Extension Center can provide by virtue of its unique relationship to the University and the City of San Francisco.

"As the Center develops we expect to provide more programs of university caliber for more people. We look forward to the day when the people of San Francisco will automatically turn to their newspapers to find out what is going on at the Extension Center this week."

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Of all the distinguished cast, Pearl Bailey as Maria made for us the biggest impact—larger than life, earthy and full of humour, movingly compassionate. Sidney Poitier who gave that fine performance in "The Defiant Ones" is a vital, at times heartrending Porgy, and Bess is played by willowy, engaging Dorothy Dandridge.

It is a fabulous entertainment, which we guess will stay for months, bringing renewal of delight to old-timers who have seen the play, and introducing a younger generation to a superb masterpiece, well chosen by the State Department to represent American theatre in the Soviet Union.

Other outstanding actors in a star cast are Brock Peters as Crown, Diahann Carroll as Clara, Ruth Attaway as Serena, Leslie Scott as Jake, and Sammy Davis Jr., as a most diabolic, snake-like Sporting Life.

JAMES A. DOOLITTLE's stage production of the Broadway comedy success, "Say, Darling," will be presented Monday evening, Aug. 31 at the Geary Theatre.

Heading the cast in this musical romp about the trials and tribulations of producing a musical are Lisa Kirk, Johnny Desmond and Orson Bean. Featured in the cast of 30 is Jerome Cowan.

Richard Bissell, Abe Burrows and Marian Bissell created "Say, Darling," from the Richard Bissell novel of the same name. It was an important entry during the past New York season where it ran for seven months. David Clive will direct "Say, Darling," as he did for its New York Center staging.

The engagement for "Say, Darling," is limited to three weeks, with Wednesday and Saturday matinees.

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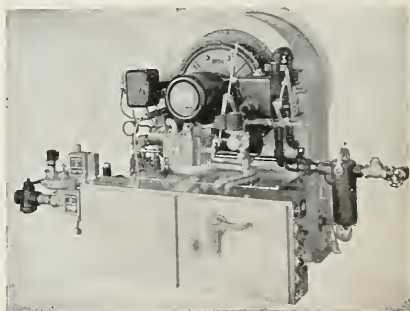
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NEW JET AGE

BARRY GALTON

WOMAN OF THE MONTH
LUCINE AMARA

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SEPTEMBER, 1959

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PUBLIC LIBRARY

BAY WINDOW

LETTERS

Mountain Lake Park, off Funston, is certainly the orphan of the public recreation rears under the supervision of the Recreation and Parks Department. It is a wonder that nothing worse happened this summer than the incident of a horse wading into the mud of the lake and needing to be shot.

A notice warning intruders has been torn down; in various places the turf has been torn up by small boys digging for worms, despite the fact that taxpayers are investing money in the care and watering of grass; and there is no supervision of baseball and football games in one area where the grass has in places been worn away completely.

It is not good enough to employ a competent gardener to build up with one hand, and to allow a great part of his work to be undone because of a complete absence of supervision.

The negligence of the proper authorities is exactly what causes juvenile delinquency. It is not that youngsters are necessarily antisocial, but that there is a complete lack of intelligent guidance and supervision, which results in this public park becoming disfigured and damaged. What are taxpayers paying money for?

CARL HASSELBACHER,
948 Lake Street,
San Francisco.

It is an outrage that a responsible magazine like yours should have the effrontery to print the views of Wilbur Clark on how to reduce our national debt by a Federal lottery. I thought you stood for ethics in public life.

P. CUNNINGHAM,
2450 Union,
San Francisco.

It is good that there is someone with courage like Wilbur Clark, who brings logic and common sense to our national financial dilemma. In suggesting a Federal lottery, he points to a huge untapped source of income which could relieve the average taxpayer of a heavy burden.

W. PARKER,
427 Stockton,
San Francisco.

PACIFIC FESTIVAL: We feature in this issue an article on page 4 which emphasizes the importance of the World Trade Center in fostering Pacific trade. Our policy has been to welcome every addition to the color and pageantry of San Francisco. The Pacific Festival, on a bigger scale in its second year, holds promise of becoming a magnet to attract visitors to our city much as the Mardi Gras does to New Orleans. It is in our view a vital step in the direction of recovering for San Francisco some of the glamor which has been lost.

SHAKESPEARE: We passed the site of the Shakespeare Tent, (near the Fisherman's Wharf cable car terminus) of which we wrote last month. Now planks of wood and a heap of rubble are all that remains—a singularly bleak prospect after nine weeks of bright lights and gay bunting, with a picturesque box office at the entrance. Alas, the hoped for twelve weeks' season was cut short because of a slump in attendance in the ninth week.

The magic of Ariel's speeches, the strident three witches in Macbeth, the magnificent and sonorous poetry of Prospero are all gone, and it is difficult to imagine that in this drab area such wonders were worked.

This heroic Shakespeare season was a splendid venture which we repeat should be encouraged to try again next year. We had suggested to Lee Henry and Jean Arnold that they should invite Nikita Krushchev to take in their theater in the course of his San Francisco visit, and we are sorry that for lack of adequate patronage this humane and proud legacy from England will not be functioning while the Russian premier is among us.

NEW CITY: With the appearance of new tall buildings, the activity of wreckers and bulldozers, and the changing of our landscape, a different San Francisco is coming into being. If this means elegance and functionalism in harmony with mid-twentieth century architectural ideas, we are not opposed but rather disposed to welcome a new city with all up-to-the-minute conveniences and sophistication, provided that some eloquent symbols of the past—as our remaining cable cars—are preserved. The hideous and disfiguring Embarcadero Freeway should we believe be torn down.

There is one respect in which there is great need for improvement—the general tone of night club entertainment. Not enough of it is skillful, novel, ingenious; too much of it is dull, routine and obvious. We should like to see fewer clip joints, and more spots where there is bright entertainment and value for money.

TRADE MARK: Our city is sending cable car No. 61 to Osaka, Japan, as a gesture of friendship. The City Administrator's Office has rented it from the Muni Railway for \$1.00. It has seen much city history in its fifty years, having plied the Jones Street shuttle service from which it was retired in 1954. We were curious to find out exactly how this jaunty, bell-ringing contemporary of the rickshaw would spell out its message when it arrived in this imaginative "sister-city," famous among other things for the magnificent Bunraku puppets.

It might encourage our tourist traffic if this captivating ambassador, to be sent by Mayor Christopher in Pacific Festival Week, could provide a certain number of free tickets for rides on its hill-climbing, hardworking opposite numbers over here.

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Pacific Festival and World Trade



Colorful lobby of S. F. World Trade Center

TO A VISITOR TOURING a coastal area for the first time, one of the sights most awesome from the shore is the view of huge ships silently slipping through the water, bringing cargoes to land, then quietly leaving again for faraway ports.

But what the ocean-awed visitor might not realize in his initial contemplation of the water is the economic dependence of this country upon foreign trade. For interwoven with the romance and symbolism of the sea is the fact that not only has the United States found economic power through world trade but that countries throughout the world are bound together by the strong hem of commerce.

If the visitor is in San Francisco between September 18 and 27, he will find the particular importance of Pacific trade upon this country's and the world's economy clearly illustrated at the Pacific Festival. Over 40 countries ringing the Pacific basin will participate with exhibits of imports and exports, displaying to all the variety of commodities unloaded from foreign ports.

Among the many organizations sponsoring the Festival is the World Trade Center, a unique institution in San Francisco and the only organization in the West providing attractive display space to world traders. The Center also engages in active promotion of world trade and attempts to find markets for overseas products.

It is particularly appropriate that the Center be located here since San Francisco is so dependent upon world trade—one out of every three dollars earned in the city comes directly or indirectly from foreign commerce. Two years ago the city sent, among other exports, building materials, canned fruits and vegetables, containers, machinery parts, marine engines and welding equipment to 14 Latin American countries.

Among exports from other Bay Area cities were woodworking machinery from Menlo Park; building materials from Newark; nursery stock and steel mill products from Niles; construction machinery, electric transmission

equipment, petroleum meters and pumps from Oakland; helicopters from Palo Alto; building materials from Redwood City; chemicals, oil and derivatives from Richmond; canned food from Sunnyvale; dried fruits, canned fruits, canned vegetables, automobiles, electric motors from San Jose.

Two years ago California exported \$85,991,000 in cotton, petroleum products, iron and steel products, industrial machinery and chemicals to one country alone—Japan. Total exports to 14 Latin American countries mounted to \$178,777,000 representing employment of 22,850 Californians earning \$116,300,000.

Indeed, people throughout the United States are vitally affected by the economic realities of world trade. Over 4,500,000 people in the country have jobs dependent upon foreign trade since they are engaged directly or indirectly in production or service for export markets, or in the handling and distribution of imported goods or in the first factory processing of imported materials.

Most of the metallurgical industries here are highly dependent upon foreign trade for we obtain from abroad not only substantial shares of our basic iron ore and major non-ferrous metal requirements but most of our supplies of various ferroalloying ores and metals which impart to steel the heat-resistant, rust-resistant and other special characteristics imperative for the operation of so much modern equipment from machine tools to jet aircraft.

Also coming to the United States in the holds of ships are manganese, chrome, antimony, cobalt, tungsten, lead, zinc and cadmium, all of them vital materials in this automotive, nuclear and electronic age.

Every American household has become accustomed to the variety contributed to our established consumption pattern by imports both of foreign foodstuffs and of manufactured consumer goods. From the tropics come coffee, tea, cocoa, bananas, spices and nuts; about half of our sugar and one-third of the fish marketed in the United States comes from

abroad and from Europe comes cheese, meat products, wines and liquors.

Passing through the Golden Gate are cop from the Philippines, newsprint from Canada, petroleum from the Far East and meat from Australia.

Over 300 different products for automobiles alone come from 56 foreign countries and, through aggressive import and export and overseas investment programs, almost every major industry in the United States actively engaged in foreign business.

It has been estimated that each passenger ship docking in San Francisco spends up to \$150,000 for food, wages, supplies and other essentials while cargo vessels spend from \$2,000 to \$40,000. And about 5,000 ships pass through the Golden Gate each year.

In addition, San Francisco is considered the major travel port on the West Coast and five major U.S. flag luxury lines call San Francisco their home.

All of these aspects of foreign trade will be emphasized at the Pacific Festival illustrating vividly and colorfully the impact of trade on America's everyday life.

Still another product—intangible but vital—plied by trading vessels in every port in the world is the mutual understanding of peoples gained through trade. This too, will be illustrated during the 10-day Pacific Festival through cultural activities and exhibits of folklores and folkways.

Trade and peace are interdependent and more comfortable relationship between countries can be implemented through trade. An although the attitudes of people toward one another are not measurable by charts, graphs or statistics, they are demonstrable through the peaceful and friendly exchange of culture and commodities.

Mayor George Christopher played an important part in getting the Pacific Festival off the ground last year. This year, under the chairmanship of Mr. Robert Murray the committee has set its sights higher, and we shall see a celebration of ambitious dimensions.

Proud Record of a Mayor

by Daniel Pinner

IN THE EARLY 1800'S a Scotch-Irish lad by the name of John Geary found it necessary, after the death of his father, to leave school and go to work as an accountant in order to support his family. He went on to build for himself a successful career and, in 1850, the voters of San Francisco elected him as their first Mayor.

One hundred and five years — and thirty mayors—later, the people of this city chose as their Chief Executive a man who, like John Geary, pulled himself up by his own bootstraps. George Christopher had to quit school after his father's death to help support his widowed mother and younger brothers and sisters. He worked days and studied at night schools for nine years, eventually earning not only his high school diploma but also a college A.B. degree in accounting. He continued his hard work to carve out an enviable career in business and public service.

As Mayor of one of America's greatest cities, Christopher has demonstrated that his link with mayoral predecessors is more than a tenuous similarity with men such as John Geary. More important Mayor Christopher represents a return in basic political philosophy to the pioneer fundamentals of integrity and hard work. His close friends know him to be a man whose selfless devotion to civic duty is virtually without parallel in all the colorful pages of our city's history.

What do we find as we look back over the pages of the Christopher administration, which now approaches the end of its initial four-year term? What has been the course of municipal affairs under his leadership? What have been his accomplishments? Under his direction which way is our city headed?

First—and this may be unusual in reviewing the record of a public official—let us look at the man himself. We have already referred to Christopher's integrity, which does not necessarily mean much unless translated into practical application. Mayor Christopher repeatedly has enforced his high standards. For example, in the Police Department, where he let it be known from the start that he meant business—honest business. Proof that this strict policy works is still being evidenced by the continued downward crime trends in San Francisco. The Fire Department too has attained an unprecedented peak of efficiency.

As for his accomplishments, those will get plenty of attention in the next few weeks, as the mayoral campaign progresses since, in

Christopher's own words, "I propose to put my record out where everybody can see it."

Actually, there are more aspects to the Christopher administration record than can easily be discussed in one article. The best we can do is touch on some of the highlights.

Those who remember the 1955 mayoral campaign will recall that Mayor Christopher stressed "teamwork" as a basic plank in his platform. During his three and two-thirds years in office, that pledge has become a daily watchword. He has not hesitated to ask for cooperation — and has received it — from nearly every segment of the civic and business circles in San Francisco. He has worked with people and slashed through red tape to achieve his objectives and to speed up work on municipal projects. Sometimes this has been called "table pounding" but the City Hall knows that he would rather face a problem head-on, than sweep it under the rug for political expediency.

His purpose, as he puts it, is "to shoe the feet of our city government with the fleetest, most efficient, most humane and most businesslike methods, to insure lasting benefits for all our people."

During the campaign Christopher supporters will be pointing to their leader's role in the more obvious achievements, such as bringing the Giants to San Francisco. But the Mayor himself will spend more time talking to his constituents about the efficiency of the Police and Fire Departments, new schools, rehabilitation of the city's institutions, off-street parking, recreational facilities and other projects which will insure San Francisco's future.

The Police Department, in past elections, has always been a source of controversy, with charges and countercharges of loose enforcement and corruption. Christopher, and his many friends, can now point with special pride to San Francisco's Police Department, which is recognized today as one of the most efficient in the Nation. "While crime is a growing menace in every city, our enforcement policy has helped to minimize it here," he stressed. "Our policemen know that merit and not political influence will secure their advancement."

Recent comments made by Walter S. Johnson, the industrialist who gave the city \$2,000,000 to restore the Palace of Fine Arts, provide a typical reaction to honest law enforcement. At a civic luncheon, Johnson declared that he had seen the graft and corruption of the Ruef-Schmidt days and knew how that kind of administration destroys a city.



Mayor Christopher and chief aide

"Today, under Mayor Christopher, we have a clean, decent administration," Johnson declared, "and I am giving the \$2,000,000 to keep it that way."

Christopher has played an aggressive role in stimulating building and redevelopment programs. For instance, due to his prodding two and one-half years have been whacked off the timetable of the Golden Gateway project. Bid proposals will be opened within a few months.

This project calls for transforming the old produce market area into a glittering, ultra-modern complex of towering apartment and office buildings, landscaped promenades, a \$5,000,000 parking facility and a \$2,700,000 Ferry Building park. Property acquisition and clearance is well underway in the other large redevelopment areas in the Western Addition and in Diamond Heights.

As for private construction, some sixty projects costing from \$250,000 to \$25,000,000 each, and totaling over \$200,000,000, have been started in San Francisco since the Mayor took his oath of office in January, 1956. Projects amounting to many more millions of dollars have been started by other governmental jurisdictions in this city during that time. The Christopher administration has been fully cooperative with these programs, and is daily striving to create a favorable business-labor climate by encouraging good management-labor relations.

The city itself has several projects under construction including a new police building. Also, underway are several modernization programs, all intended to improve service to the public. As for other progress during his term of office, here is Christopher's own summary:

"We have built and expanded twelve new schools for our children; constructed several new off street parking facilities and are planning more in the neighborhoods and downtown areas.

"We have corrected the former deplorable conditions at San Francisco General Hospital and Laguna Honda Home, have added three



The Mayor with young citizens

neighborhood branches to our library system and expanded it further, giving us an all time high in circulation.

"We have installed a business-like perpetual repair program for our city facilities with the expectancy of catching up on deferred maintenance; have developed our water system to the point where San Francisco has an adequate supply for the indefinite future; have installed 66 modern street cars to replace the old 'iron monsters,' and 285 new coaches.

"We have improved our airport where today for the first time in history it is operating in the black; constructed 15 new fire houses for our neighborhoods; replaced many miles of sewers and streets; installed six new district swimming pools; improved the deteriorated condition of our parks, museums and other recreational and cultural centers; have made the Nation conscious of San Francisco as a convention center with a record of 323 conventions last year, and we have become a 'major league city' in more ways than one, by bringing millions of dollars of new business to our city.

"At the same time, we have initiated the soundest and most businesslike standards possible in government.

"Despite rising costs caused by mandatory charter provisions, our tax rate has not proportionately increased.

"As a Mayor with a business background, I know we still have much to do. To have made all the required corrections at once was not legislatively possible, but if done, would have broken the economic back of our taxpayers. These corrective measures have been gradual, constructive, and well paced.

"We are accelerating our efforts to secure underground and perimeter trafficways in place of the unsightly, property destroying, overhead freeways that have been so antagonizing to the aesthetic well-being of San Francisco. In the meantime, we must concentrate on achieving an adequate rapid transit system."

Mayor Christopher is not at all hesitant

about holding up the record of his administration for all to see. Yet he makes no claim of having an absolute formula for success and often quotes the famous journalist Herbert Bayard Swope who sagely opined that it was a sure formula to failure to "try to please everyone." Christopher would be the first to admit that not all his ideas have worked. But, as City Hall observers point out, his batting average is high and he is a Mayor who gets a lot of things done. His method is one of hard work and intense activity.

One of his more recent undertakings has been to make it possible to revitalize and modernize the city's civil service setup. The Mayor was aware that the job classification system had not been overhauled since it was installed in 1928. In fact, only one job analyst has been assigned to classification work involving the 16,700 permanent positions in the City and County service. Christopher agreed with experts in this field that it is impossible to establish equitable rates of pay without knowing the current duties and responsibilities of all positions and likewise that proper civil service examinations cannot be prepared without a thorough and detailed knowledge of the jobs involved.

Mayor Christopher's practical "know-how" gained through ownership and operation of the successful Christopher Dairy Farms has served him to advantage during his career in the public service. And during his rise to business and political heights he has not forgotten his own troubled youth. Through his efforts and financial support, baseball clubs, football groups and other youth activities have been organized and carried forward. More than 30,000 San Francisco children per year have attended baseball and football games through his generosity.

Christopher first entered politics in 1945 and on his first try was elected to the Board of Supervisors. He was returned to office by overwhelming majorities. He was twice chosen to serve as president of the board, having received the highest vote for Supervisor by the electorate. Recognizing his knowledge of city government and its problems, and the ability, the courage and the energy to get things done, the people of San Francisco elected him Mayor in November, 1955 by the largest majority ever given a candidate for that office.

He's brought added prestige to his city by serving as president last year of the American Municipal Association, which is comprised of several thousand mayors and officials throughout the Nation and represents over 13,000 U.S. communities. He also has served as an official of the League of California Cities and has capably represented San Francisco by being host to many visiting dignitaries of international prominence.

In such private life as he is privileged to enjoy, George Christopher resides with his wife Tula, a woman of quiet charm, at 55 Stonecrest Drive. But even at home he is thinking of his work and planning for the job ahead. In his customary direct and forthright manner, he will tell you that he wants to be re-elected in November so that he may complete the many projects already started

and fully to accomplish his objectives. assures his fellow San Franciscans that in second term he would continue to conduct the city's business openly and push on toward greater accomplishments.

"I have always been cognizant of the honor and the deep responsibility that attaches to this high office," he stated. "It is one of the calls for great personal sacrifice, long hours and unstinting devotion to public duty.

"My sole purpose in public life is to help make San Francisco a better city for every child, every mother, every father—indeed every person who may come our way.

"I have endeavored to be a good Mayor, to get things done. We must remember that achievement is a product of hard work. The is no easy road to success—every obstacle must become a challenge. The future of San Francisco is what really counts!

"I pledge my unswerving dedication to total devotion to the task ahead."

No one can deny that San Francisco's thirty-first Mayor is truly a dedicated and competent public servant. The citizens he has served will decide on November 3 whether they want him to continue for another four year term as their Chief Executive. The consensus is that Mayor George Christopher will be in there, working as hard as ever, for the people he loves so much—the people of San Francisco.

PROTEST

The State railroad a by-way in front of the Ferry clock: Of late this terrible highway has given the city a shock.

Though it isn't funny To waste so much money We must get rid of this sky-way.

Spectator

Off the Record



"If you don't win this game for the old Alamo Mater maybe a little salary cut . . ."

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Jets Shrink the World

by Barry Galton

THE JET AGE has flashed into the Pacific and with it has arrived the new era of fast travel and the opening of a new and vast tourist market. The great ocean has shrunk to a mere puddle and alongside have gone the elated cries of air and sea carriers, travel organizations and hotel chains.

But while this great monster rushes upon us, what is being done to put our houses in order to prepare for this onslaught of people and dollars to Pacific countries like Australia, New Zealand and Fiji who hope to benefit from the boom?

The means of travel are there. It is just two months since a giant Boeing 707 wearing the colours of Qantas Empire Airways, with a kangaroo emblem perched high on the vertical tail, set out from San Francisco on the first commercial jet crossing of the 7,000-odd mile ocean from the United States to Australia.

In Honolulu, today's tourist paradise, thousands flocked to the airport to see the arrival of this new age of jetstreams and speed almost that of sound. In Fiji, the natives left their tribal grounds and journeyed over hills and dales to see this great modern wonder. In Sydney, Australia, the jet ar-

rived in a fanfare usually reserved for a Royal visitor.

Yes, the jets had arrived and are here to stay. From San Francisco to Australia flying time for these giant birds is 15 hours. To Honolulu the time is four hours, to Fiji the time is 11 hours.

The Pacific Area Travel Association, in a recent release, states: "Over 600,000 people will be travelling around the Pacific this year." But it is the rider the release carries that provides the message of warning that many must heed. "There could be many more if there were only hotels enough to accommodate them."

For many years accommodation has been a sore point with many tourists, and particularly American tourists. It is a relief to hear that new modern luxury hotels are being built in Fiji, Australia and many other parts of the Pacific. In Australia new multi-storey hotels have been erected in Surfers Paradise, Sydney and Melbourne. Newer ones are planned for Sydney and Melbourne. In Fiji, a 120-room hotel is being built on remote but romantic Saweni Beach.

San Francisco, itself, has its hotel problems. There are times during the year when it is practically impossible to obtain first-class ac-



First Qantas Boeing 707, at Honolulu on delivery flight from United States to Australia, June, 1959.

commodation without going to a motel.

Qantas Airways, which has long been the leading carrier on the South Pacific and the first with jets, has always realized this great need for first-class accommodation and has constantly emphasized its need wherever it operates — in Honolulu, Fiji, New Zealand, Australia, the Far East and other parts of its round-the-world network.

Qantas can rightly claim some satisfaction from the development of the Pacific, a large portion of it having been due to the efforts of the Australian carrier. Qantas has provided the most modern means of transport available and has helped in the strengthening of trade relations between the various countries of this huge puddle.

Trade between the United States and Australia has certainly grown since 1954 when Qantas began service between Australia and San Francisco. San Francisco, as gateway to the Pacific, has figured largely in this development and one reason why to-day it serves as the headquarters for the North American operations of Qantas.

In January, 1958, San Francisco was linked with the rest of the world by Qantas Airways round-the-world service. Certainly, this city had been linked with most of the world before that date but in 1958 the Qantas carriers brought new fields of trade. Next month Qantas jets will bring those ties even closer as the 707s go in service on the round-the-world route.



Ceremonial Fijian dance



Tropic lagoon in Fijian paradise

N. Y. Met opera singer returns
for debut in home town

S.F.'s Own Lucine Amara

by Jane Rawson



She is gay. She is charming. She is called Lucine Amara, which sounds like the name of an Italian prima donna. Although with her dark hair and olive skin she is often mistaken for an Italian, she is Armenian with the magnetic, deep-seeing brown eyes of that poetic and imaginative people. In San Francisco she lives in the cosy, suburban flat of her parents, through which she moves with the grace and poise of one who is familiar with the great world and yet delights in home.

Her story is a romance worthy of being the theme for an opera. Once upon a time her father was a cobbler in Fillmore Street. He and his wife had arrived in New York in 1920 with no words of English and no knowledge of American ways beyond the words inscribed on the Statue of Liberty. Lucine, their only child, was born in Hartford, Connecticut and as the years went by the family trekked westwards until her father settled them in San Francisco.

Lucine went to Commerce High School and gave expression to her instinct for music by learning to play the violin. On leaving school she was employed as a typist and spent her spare time singing with the choir and glee singers at the Armenian church. Here she invariably sang alto because as a violinist she had, unlike the other singers, learned to read music. When the excellence of her voice was especially noticed, she exchanged the study of the violin for singing.

The fairy godmother who transformed this musical Cinderella into the present Lucine Amara was really Stella Eisner-Eyn, now Stella Ames. True to storybook tradition, the conditions were exacting. There were long hours of

study and practice, as the voice range was lifted to soprano. There followed the first nervous audition, in 1947, before Maestro Merola and Kurt Adler, for a humble chorus position with its valuable experience for a student.

In June, 1947, Miss Amara made her debut recital at the Marines Memorial Theater. A month later she won a scholarship to Santa Barbara's Music Academy of the West.

The aria "Pace, pace, mio Dio" from "La Forza del Destino", sung for the national Atwater Kent Award in 1948, brought her a cash prize and an appearance in the Hollywood Bowl with Eugene Ormandy conducting.

Miss Amara's next memorable occasion was as a soloist with the San Francisco Symphony Orchestra in Beethoven's Ninth. Most of the pleasure in this recollection is the delight with which Miss Amara recalls the encouragement of Pierre Monteux. She is a little surprised if you ask her about Monteux, for she assumes that everybody shares her respect and admiration for a great maestro of whom she says: "He is a great conductor—with a special gift for accompanying!"

Even at this stage, Lucine Amara never sat around visualizing herself as an opera singer, or romantically considering the career of a prima donna. There was a very real wrench when she said farewell to her boy friend, decided to forsake her typewriter, and set out for New York. She auditioned for the Metropolitan Opera and was immediately signed for the 1950-51 season.

She shudders a little as she recalls the loneliness of that first tentative venture in New York. Now she has an apartment there,

She also has behind her nine seasons at the Met, sixteen roles in her head and the prospect of having to learn three more for the current season: "Too many", she sighs "Two, yes, but three, it is too much!"

She has inherited a sound practical efficiency from her mother, Mrs. Armaganian. As you would expect of someone who survived massacre and persecution in the country of her birth, Mrs. Armaganian is undaunted. When faced with the comparatively minor difficulty of communication in a new country, she would do such things as resolutely arm herself with eggshells to make sure that the grocer understood she needed eggs. Like her mother, Lucine is a talented cook, specializing in the intricate and toothsome delights of Armenian cuisine. She also makes professionally excellent clothes, and

accomplishes this feat on a hand sewing-machine, so old fashioned that it has the appearance of being filched from Charentier's "Louise."

Since her first season in New York, Miss Amara has sung with distinction in Italy, Sweden, Scotland and England. At first Britain proved very trying to the singer's voice, for as she says: "They keep opening windows and the outside blows inside—the weather is terrible—it was my first experience of such weather". However, after a summer in Ringmer, in a lovely part of Sussex near Glydebourne where she sang, she became reconciled to Britain.

If you broach the subject of temperament with Miss Amara, she lifts an enchantingly mobile left eyebrow several times, and smiles with her wonderful Armenian eyes and says that she likes people far too much not to get along with them easily. In any case in a crisis, she finds that even in the tense world of opera, if she tells someone to speak quietly so that she can listen, then the ruffled feathers fall. The long and sometimes trying rehearsals, the difficult personalities, the tiresome and tiring travelling for short engagements, she accepts them all philosophically as part of an opera singer's life.

Now Lucine Amara is very happy. This season is an important highlight in a life of high adventure and achievement. She makes her debut with the opera company of her home town, singing in "Orfeo ed Euridice", "Carmen" and "I Pagliacci". There is for her no opera house so elegant in entrance, so magnificent and exciting as ours: "There is no other opera house in all the world so beautiful."



Lucine Amara as Nedda in "I Pagliacci"

Pacific Travel Directory

The Pacific Area Travel Association is better known to the travel industry by its pronounced initials, PATA. Incorporated in Hawaii in 1952, it is a nonprofit organization dedicated to the development, promotion, and facilitation of travel to and between the countries and islands of the Pacific.

PATA's supporting membership is chiefly made up of official government tourist bureaus, shipping companies, airlines and railroads, travel bureaus, hotels and hotel associations.

Representing many nationalities, PATA members share a common belief that travel is an approach to peace on a person-to-person level, and a means of improving economic, international and cultural relations.

We list below addresses both in United States and abroad of some of the PATA members, any of whom would be pleased to supply further PATA contacts to travelers contemplating Pacific tours.

Alaska Visitors Association, Klein Building, 2nd and Franklin Sts., Juneau, Alaska.

Government of American Samoa, Pago Pago, Tutuila, American Samoa.

Australian National Travel Association, Railway Building, Flinders St., Melbourne C. I., Australia.

New South Wales, Dept. of Tourist Activities & Immigration, G. P. O., Box 5101, Sydney, Australia.

Queensland Government Tourist Bureau, Anzac Square, Brisbane, Queensland.

Burma Tours & Travel Agency, Ltd. Mingaladon Airport, Rangoon, Burma.

Philippine Air Lines, M. R. S. Bldg., Plaza Cervantes, Manila, P. I.

Government of Singapore, Ministry of Commerce and Industry, Fullerton Building, Singapore.

Tabiti Tours, P. O. Box 627, Papeete, Tahiti.

Tourism Council of the Republic of China, 1694 Chung Cheng Road, Taipei, Taiwan.

Thai Airways Co., Ltd., Charoen Krung Rd., Bangkok, Thailand.

American Airlines, Inc., 523 W. 6th St., Los Angeles 14, Calif.

American President Lines, 311 California St., San Francisco 11, California.

Matson Navigation Company, 215 Market St., San Francisco, California.

Northwest Orient Airlines, Inc.,

1885 University Ave., St. Paul 1, Minnesota.

Pan American World Airways, International Airport, San Francisco, California.

United Air Lines, 5959 S. Cicero Ave., Chicago, Illinois.

Trans World Airlines, 380 Madison Ave., New York City 17, N. Y.

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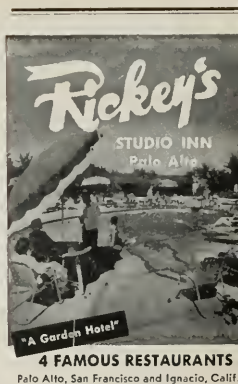
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Washington Confidential

ADVISE AND CONSENT

By Allen Drury

Doubleday \$5.75

This panorama of political life in Washington, D. C., takes the reader backstage at the Capitol, in the same way he has been led by well-informed reporters through Hollywood, Madison Avenue, and other contemporary centers of highly publicized, highly specialized and to some degree glamorous activity.

One suspects that there are idealistic and sturdy citizens, who still, in a wistful region of the subconscious, hope when they cast their votes that their elected representatives will have some elements of statesmanship.

This authentic and vivid novel reveals the wild gulf between statesmen and politicians, and the rarity of the former in a plethora of the latter. Even more dramatically, it delineates how difficult it is for simple ordinary virtues and straightforward ideas of honor even to exist in the welter of twentieth century legislation. Further, it emphasizes the immense toll on the nervous systems of any politician and his family, who have some claims to decent sensitivities.

It squarely faces a situation where all the campaign barriers are down, and no political hold is barred. Most amazingly, it manages to leave you with the warm and genuine conviction, that in spite of all the vicious jealousies and conflicting ambitions, the lunacies, the arrogant self interests that stir on occasion the entrails of many elected persons, yet by some odd balances and scattered ideals, it is possible for democracy to prevail, even as it did at Runnymede, when with King John of England on one hand and his self-interested barons on the other, a noble document of human rights evolved.

The novel is long and involved because it moves on two very interesting levels. It has an exciting plot, involving the President's nomination of a Secretary of State and the vote of the Senate to determine whether the nomination be confirmed or no, and it also explores the motives and inner feel-

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ings of the principal actors in the drama.

The author has been a Washington correspondent for fifteen years. The closely observed scenes will bring forcibly to the reader's mind exciting near-parallels in history. There is, therefore, all the thrill of seeing how a familiar machine works, and also what makes its fascinating operators tick.

Like all books which contain enough plots and subplots for several novels—with an acknowledgment to Mr. Uris, it could be termed the "Exodus" of the book of writing—this one makes demands on the reader's time and concentration. However, even devotees of Russell Lynes and his admirably informative yet terse Cadwallader Rat, will probably find the narrative of "Advise and Consent" so good and the characterization so strong that they will submit to the required discipline. Certainly Mr. Drury succeeds in re-creating Washington, the Senate, and all its devious works. You almost hear the characters clear their throats before addressing their fellow members.

This fictional piece is an extremely good choice to read alongside Stimson Bullitt's "To Be a Politician," discussed in this column last month. J. R.

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Memo for Leisure

THE GAZEBO. Alec Coppel's long-run Broadway mystery-comedy is the September 21-October 11 attraction at the Geary Theatre, with stage and screen stars Tom Ewell and Jan Sterling sharing stellar billing.

Direct from Broadway, "The Gazebo" is commencing a national tour of the U.S. on the West Coast. The Playwrights' Company-Fredrick Brisson production, staged by Jerome Chodorov, with settings by Jo Mielziner, will later play Kansas City, St. Louis, Milwaukee and Chicago.



Don Briggs, here to play in 'The Gazebo'

In Hollywood, shooting has started on the Metro-Goldwyn-Mayer screen version under the guidance of producer Lawrence Weingarten, with Glenn Ford and Debbie Reynolds in the leading roles. The film version, however, will not be released until the autumn of 1960.

TICKET SALES for the San Francisco Opera's 37th annual season are going "extremely well" according to manager Howard K. Skinner, although some good seats are still available for a number of performances.

Interest is focused on the American Premiere performances of Strauss' "Die Frau ohne Schatten" slated for September 18 and October 15, and the first San Francisco Opera performances of Gluck's "Orfeo ed Euridice" which are set for September 15 and 26.

"Die Frau" stars Edith Lang, Marianne Schech, Irene Dalis, Sebastian Feiersinger, and Mino Yahlia, with Leopold Ludwig and Paul Hager conducting and stag-

ing. "Orfeo" features Blanche Thebani, Lucine Amara, and Joan Marie Moynagh, with Maestro Silvio Varviso and director Dinc Yan-nopoulos.

Also in the repertoire are a new production of "Carmen" and "L'Amore dei Tre Re," "Madama Butterfly," "Andrea Chenier," "Die Meistersinger von Nuernberg," "Dances Concertantes" and "Ariadne auf Naxos," "Otello," "Don Giovanni," "I Pagliacci" and "Carmina Burana," and "La Boheme."

"WILD STRAWBERRIES" at the Vogue Theater, Sacramento Street, is a film of unusual interest directed by Ingmar Bergman, whose "Seventh Seal" is remembered for its powerful recreation of plague-stricken Europe at the end of the Middle Ages.

The theme of "Wild Strawberries" is how an aging and distinguished doctor is brought back into the stream of life by an ingenious young girl with two boy-friends to whom he gives a lift in his car.

As in "The Seventh Seal" there are enchanting camera studies of natural scenery, and an intriguing and persistent effort to penetrate into the interior lives of the principal characters—the old doctor, his distraught daughter-in-law, and his embittered son. While this film goes overboard at times in mystification, it is a serious and compelling study of age and youth. It is remarkable for its insights by the way, rather than for its effect as an artistic whole.

A HIGHLIGHT in November will be a visit from the superbly costumed Takarazuka Dance Theater of Japan. Seven performances will be given at the War Memorial Opera House on the evenings of November 9, 11, 12, 13.



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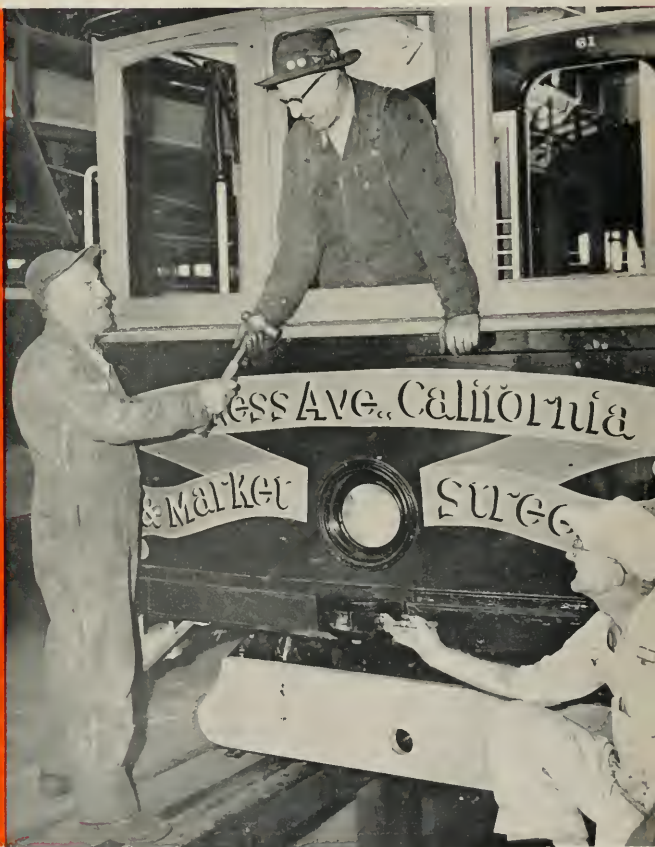
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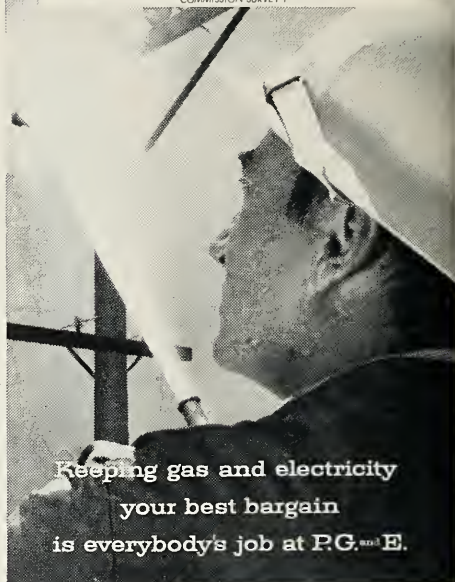
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FISHERMAN'S WHARF: Anthony Cincotta, acting secretary of the Fisherman's Wharf Merchants Association, made a good point in a letter to the San Francisco Port Authority when he said: "We are aware that many of the lures to the Wharf have disappeared. We want to preserve the remaining romance and atmosphere and character of the area."

"We are glad to know that the Port Authority in acknowledging this letter has appointed a sub-committee composed of President of the Authority, Cyril Magnin, and Claude Jinkerson to make preparations for a master plan for expansion and improvement in the Fisherman's Wharf Area. It does not need new restaurants—there are plenty of them already—but off-street parking, and the creation of surroundings which harmonize with the picturesque masts of the fishing boats in port, and will help to recapture the romantic and *dolce far niente* atmosphere of the delightful part of the Mediterranean of which it is by tradition a distant outpost.

SACRAMENTO PROGRESS: Governor Edmund G. Brown, a San Francisco boy, has lived up to our expectations in annulling the action of his predecessor which betrayed in our mind a most improper subservience to Los Angeles. Some super-nationalist groups pounded Governor Knight with demands to eliminate United Nations Day from our State calendar, and to substitute United States Day. In 1954 he cut the knot

by refusing to proclaim either United Nations or United States Day, and in following years proclaimed both.

Governor Brown has cleared the air in 1959 by proclaiming October 24 as United Nations Day, and issuing no proclamation for United States Day.

TOWN MEETING: We welcome a new experiment in citizenship—the formation of a Neighborhood Council in the Haight-Ashbury district where a few days ago 150 people organized a town meeting of their own in the Dudley Stone School. This meeting was the result of three months planning, in which an active part was taken by the Rev. Thomas Dietrich, pastor of Howard Presbyterian Church, and Roger Hurlbert, young editor of a neighborhood paper.

The theme of the organizers is that in a big city it is important to know the guy next door, and to get together with him in making an attack on community problems. Topics of health, schools, recreation, and housing were proposed for discussion.

Mrs. Virginia Stoeckle told us that when asked to select the issue of most interest to her family, she found that all four were bound together. She pointed out that there were 65 children in her crowded block where hooliganism occurred because of pent-up energies and no place to play. She found that children played on apartment building stairways getting up to a lot of mischief, because parents forbade them to play in local parks like Buena Vista because "it was not safe." She urges the appointment of recreation directors and supervisors in public parks, and no doubt would

agree wholeheartedly with the bringing into being of Supervisor Ertola's scheme for the mitigation of delinquent problems.

LAUGHING CAVALIER: A portrait of Walter Johnson with the Palace of Fine Arts behind his left shoulder was recently unveiled at a pleasant ceremony in the De Young Museum. The picture painted by Margaret Keane is the gift of Mayor Christopher.

As donor of \$2 million to the fund for restoring the Palace, Johnson is a benefactor of the city whose work remains to be completed by an \$1.8 million bond issue which will be submitted to the voters on November 3. "Wherever I stand it looks at me," commented Walt Johnson on surveying the portrait, and Mayor Christopher, grateful for the promised restoration of the Palace, went back to the imagery of a past heroic age. Said the mayor: "He galloped to the rescue on his great white charger, a spear in one hand and \$2 million in the other."

The most famous canvas from which the eyes follow the observer wherever he moves is "The Laughing Cavalier" by Franz Hals. Industrialist Johnson will be fondly remembered as San Francisco's own Laughing Cavalier. We hope voters will underline his generosity in November by a decisive approval of Proposition C.

Incidentally, applications for 50,000 of a total of 130,000 square feet of rental space have already been received from organizations desiring accommodation in the Palace of Fine Arts if the rehabilitation bonds are approved by the ballot.

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Penstock construction for Cherry Powerhouse

*The story of a co-operative achievement by S. F.,
Modesto, Turlock, and the Federal Government*

Developing the Tuolumne River Watershed

by Harry E. Lloyd

Chief Engineer and General Manager
Hetch Hetchy System

ONE OF SAN FRANCISCO's most valuable assets is its water supply. Few cities in the country have an assured water supply as fine in quality or as dependable in quantity as does San Francisco. This is especially important here in the West where the water resources are limited.

The people of San Francisco have been far-sighted in preparing for their future water needs. Nearly 50 years ago they decided upon the Tuolumne River Watershed, high in the Sierra, to meet their increasing needs for water.

The area of the watershed included in the City's Hetch Hetchy Water Supply Project is 715 square miles. The aqueduct transporting Tuolumne River water to San Francisco is entirely in tunnel and pressure pipe lines and is a gravity system throughout. It extends from Early Inake diversion dam in the Sierra Nevada mountains, across the broad San Joaquin Valley, through the Coast Range mountains, and across and around the San Francisco Bay 148 miles to the City.

Additions to the City's water supply system are constructed on a step by step basis in advance of actual need. There are four principal agencies interested in the development of the Tuolumne River watershed, namely the City and County of San Francisco, the Modesto Irrigation District, the Turlock Irrigation District, and the Corps of Engineers, U. S. Army. The development of the watershed is being carried out under existing agreements between these agencies on a cooperative basis.

These agreements are unique in the history of water development in California. In fact, they are unique in the country as a whole. Instead of struggling for control of the river and each agency proceeding independently to construct and operate dams and reservoirs for its own purpose these four groups have been able to merge their separate interests. As a result, by cooperating, each group will accomplish its purpose much cheaper and much more quickly than it could by working alone. This cooperation will result in a minimum expenditure of public funds.

The Turlock and Modesto Irrigation Districts have long been interested in the Tuolumne River. They hold the first water rights on the river, amounting to the full natural flow, as measured at La Grange on a daily basis, up to 2,350 cubic feet per second for a ten-month period and up to 4,000 cubic feet per second for the other two months of each year, when such amounts can be beneficially used.

To meet their increasing needs for water for irrigation, these Districts constructed Don Pedro Reservoir, which was completed in 1922 to a capacity of 290,000 acre feet. At that time this was one of the largest reservoirs in the State. But even with this amount of storage, the Districts run short of water in dry years to irrigate the 266,000 acres of farm land which they now serve.

The City of San Francisco is also an old water user on the river. The City's interest dates back to 1901 when it filed appropriations of water on the upper watershed. These rights and those of the two Irrigation Districts, with minor exceptions, encompass all of the appropriative water on the Tuolumne River. Because of the prior rights of the Districts, only flood flows are available for the City's use. This makes it necessary for the City to construct large reservoirs to store the flood waters of wet years for later use during dry years.

The City now has a storage capacity of 654,700 acre-feet for this purpose consisting of 360,300 in Hetch Hetchy Reservoir, 26,200 in Lake Eleanor and 268,200 in Lake Lloyd formed by the recently completed Cherry Valley Dam. Engineers of the City estimate that about 1,400,000 acre-feet of storage will ultimately be needed to produce the required dependable water supply of 400 million gallons daily.

For over twenty years the City and the Districts have operated their respective facilities effectively and harmoniously on the river. Extensive studies made cooperatively by the City and the Districts convinced them that there is sufficient water available from the Tu-

olumne River watershed when properly conserved, to meet their ultimate requirement. These amount to 1,100,000 acre-feet annually for use of the Districts and the diversion to the City of 400,000,000 gallons daily, or 450,000 acre-feet annually to the Bay Area for domestic purposes. To this end, agreements were executed in 1940, 1943 and 1949.

These agreements are built around the "Raker Act," a special Congressional grant which gives San Francisco the right to full develop its water resources within the boundaries of the Yosemite National Park and the Stanislaus National Forest.

Besides granting the City certain rights under the Raker Act places many restrictions on obligations on the City. It specifies that the City recognize the prior water rights of the Modesto and Turlock Irrigation Districts. Since the Raker Act is an important factor in an plan for developing the Tuolumne River, it is the basis upon which the water resource of the river are being developed and operated.

In the course of the engineering studies by the City and the Districts, it developed that the U. S. Army Engineers also were making flood control studies on the Tuolumne River. The Government tentatively proposed to construct a large dam for this purpose near Jacksonville on the Tuolumne River below San Francisco's Moccasin Powerhouse and just upstream from the Districts' Don Pedro Reservoir.

But studies made by the City and the Districts showed that their great system of existing and proposed reservoirs could be operated for flood control as well as for conservation purposes. It became apparent that the Government's interest could be merged with those of the City and the Districts, which already were being advanced so successfully by cooperation.

The Government was interested in securing flood control along the lower Tuolumne and San Joaquin Rivers. San Francisco was interested in developing storage to meet its expanding needs for domestic water supply and the two Irrigation Districts were interested in developing more storage to supply their

increasing use of irrigation water and to minimize the water shortages in dry years. Both the City and the Districts could use the additional water developed to generate more power to help pay the costs of the required storage reservoirs.

All of these purposes could be accomplished by the City's Hetch Hetchy, Lake Eleanor and Lake Lloyd Reservoirs, and the Districts' future New Don Pedro Reservoir.



Construction team at Cherry Powerhouse

The Government recognized the important values of these projects in the orderly development of the Tuolumne River and abandoned its proposed Jacksonville Reservoir in favor of cooperating with the local interests. The Flood Control Act of 1944 authorized the Army Engineers to pay for the flood control benefits to be provided in reservoirs constructed by local interests, in lieu of the formerly proposed Jacksonville Reservoir. To carry out the Government's part in the program, Congress authorized the project and made available funds totaling \$9,000,000 to the local interests.

The Government thus became another partner in the cooperative development of the Tuolumne River. In essence, it will pay for a flood control service to be performed by reservoirs constructed, owned, and operated by the local interests. This service consists of regulating flood flows in the Tuolumne River to a maximum of 9,000 cubic feet per second at La Grange Diversion Dam below Don Pedro Reservoir.

Here is how the cooperative agreements are working: The City of San Francisco agreed to build Cherry Valley Dam, the City supplying \$4,000,000 and the Federal Government \$9,000,000 of the \$13,000,000 cost. Cherry Valley Dam which is on the Cherry River about 25 miles above Groveland, is over 300 feet high and creates a reservoir or over 268,200 acre-feet. This reservoir, together with the Hetch Hetchy and present Don Pedro Reservoirs are being operated to provide an immediate degree of flood control.

The Modesto and Turlock Irrigation Districts will construct the New Don Pedro Dam, a 500-foot high concrete structure about a half mile downstream from their present dam. This will form a reservoir holding not less than 1,200,000 acre-feet, over four times the size of the present one. The two Irrigation Districts will furnish the damsite which they now own and the lands to be covered by the new reservoir.

It is planned that San Francisco will supply about \$40,000,000 toward the cost of the dam and the Federal Government will pay \$3,000,000 for the accomplishment of the final flood control program. For this, San Francisco will get 570,000 acre-feet of exchange storage space in New Don Pedro Reservoir. By building this storage space into New Don Pedro, the City will secure its additional required storage at a much lower cost than it could otherwise. The alternative would be to construct or enlarge at least ten reservoirs on the upper watershed at a cost more than double the Don Pedro storage.

When the New Don Pedro Reservoir is completed, all flood control operations will

be transferred to that reservoir. The Government will secure 340,000 acre-feet of flood storage space, the same amount as it proposed to provide in Jacksonville Reservoir, but at a lesser cost. The Modesto and Turlock Irrigation Districts will secure the benefits of this large amount of storage and of the higher head on a new power plant they will construct. They will own and operate the new dam and reservoir. Both the City and the Districts will benefit from the flood control storage space when this space is not required to be reserved for flood control.

The City has assured its domestic water supply for many years to come by construction of the \$13,000,000 Cherry Valley unit of its Master Plan. The City will get the right to build its future storage into New Don Pedro Reservoir which will safeguard its power revenues by assuring full capacity operation of its existing plants.

In November, 1955, the electorate of the City approved a bond issue of \$54,000,000 for the construction of the Cherry and Canyon Power Projects.

The Cherry Power Project now under construction, will utilize the power drop between Cherry Valley Dam and a point on the Cherry River near its confluence with the Tuolumne. A pressure tunnel six miles long will develop a power drop of approximately 2,400 feet at the plant. This plant will have a nameplate capacity of 135,000 kilowatts and under normal water conditions the annual generation will be 600,000,000 kilowatt-hours. It should be completed with power "on the line" by October of 1960.

The Canyon Power Project will develop the power drop between O'Shaughnessy Dam and Early Intake Diversion Dam. At present the water released from O'Shaughnessy Dam flows down the Tuolumne River to Early Intake. By constructing 11 miles of pressure tunnel connecting to the reservoir at O'Shaughnessy Dam a power drop of about 1,370 feet can be realized at Early Intake. It is estimated that the nameplate capacity of



Chief Engineer Harry E. Lloyd at north end of Cherry Power Tunnel



Harry Lloyd against background of Lloyd Lake

this plant will be about 67,500 kilowatts.

These two power plants will be located about three miles apart. They will be connected by a transmission line to a new transformer substation at Warnerville (near Oakdale) approximately 50 miles westerly from the plants. From this point another transmission line extending 12 miles westward will serve power to the Modesto and Turlock Irrigation Districts.

It can be well understood that projects of this magnitude can only be carried on with the full cooperation of all interested agencies be they municipal, state, or federal.

Early in 1953, President Eisenhower said in his message to the Congress on the state of the nation: "The best natural resources program for America will not result from exclusive dependence upon Federal bureaucracy, it will involve a partnership of the States, local communities, private citizens and the Federal Government, all working together."

SECOND THOUGHTS ON A MEMORABLE GUEST

MR. K.

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THE CASE FOR MAYOR CHRISTOPHER

The mayoralty election presents an important choice for the city employees of San Francisco.

We believe Mayor George Christopher has served us well and we believe, further, that he should be returned to that office. Here are some of the important reasons why we think so.

During his administration city employees have been given the opportunity to add Federal Social Security to their own retirement plan by voluntary means.

Mayor Christopher advocates a Charter amendment to pay a city employee his salary if he is injured in the course of any city employment. He has asked the Board of Supervisors to place this amendment on the ballot.

Mayor Christopher approved \$7 million in wage increases this year, though he knew such approval would raise the tax rate. His opponent has decried this tax rate and, presumably, would have denied the salary raises. If not, then he's being hypocritical.

At the mayor's insistence, the Municipal Railway carmen went from a 48 to a 40-hour week with no loss in pay.

Mayor Christopher has never vetoed or obstructed any measure pertaining to the welfare of city employees, despite the many pressures to do so. We have consistently made great progress in wages and conditions under his administration.

These facts are only a part of a solid record proving that Mayor Christopher defends our interest sincerely and effectively. City employees should give him their vote on November 3.

MICHAEL J. RIORDAN
retired, San Francisco Police Department

JOHN F. BRADY
retired, San Francisco Public Schools

GEORGE P. TAIT
retired, Controller's Office

FRANK McKENZIE
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Probation Officer Rose McGrorey

Troubled Teenagers are her Business

by Mary Dunn

BUSY BEHIND an office desk, auburn-haired Rose McGrorey, daily accomplishes a vast amount of work in the demanding job which she holds. She must confer with her staff and direct their work, dictate mail, interview callers, make decisions.

Were this modern office in a tall downtown building, one would surmise Mrs. McGrorey to be an efficient merchandising executive. Since it is located in San Francisco's Youth Guidance Center, one realizes that this competent woman bears far graver responsibilities than any that business often imposes.

Day after day she deals with disturbed, neglected and problem girls, sensitively aware of their need for compassionate understanding.

Rose McGrorey is San Francisco-born. One of six children, she learned consideration of others early in life. Three other members of her family have also become "public servants," a teacher, a state income-tax auditor, and a former San Francisco assistant district attorney.

Rose attended St. Rose Academy and the University of California. In her final college years she became interested in social service work and took courses to fit her for this career, going on into post graduate studies. During the first two years that she worked, she attended University of San Francisco Law School continuously at night, acquiring legal knowledge applicable to her profession.

Rose's first job was for the Family and Children's Service as a social case worker, finding foster homes for neglected children. So successfully did she fill this post that in July, 1951 Judge Michael Roche, then judge of the San Francisco Juvenile Court, appointed her a probation officer. The fol-

lowing year, under the new city charter, such appointments became Civil Service positions. With characteristic vigor Rose took the examinations, coming in first in a field of forty, a feat of which she can be justly proud.

She has been with the Juvenile Court ever since. For the past two years she has served as Senior Probation Officer in the Girls' Division.

Juvenile Court is part of the Superior Court System of the State of California, presided over only by Superior Court judges. Mrs. McGrorey spends an average of one day a week in the courtroom.

Over four thousand San Francisco children are wards of the court. Four hundred and twenty of these, at the present time, are girls who have been declared wards for delinquent conduct. Their ages range between twelve and eighteen. The lists shift and change daily. Mrs. McGrorey's staff consists of six probation officers and a secretary. Each worker has the heavy case load of over seventy girls.

Rose speaks with warm praise of her staff, who often serve beyond the demands of their jobs in aiding girls under their supervision.

Troubled girls are brought to the attention of Juvenile Court by the police, their own parents, or the schools, who work closely with the court. Each girl is examined medically and psychologically, and her social case history is carefully studied. If necessary, she is given psychiatric tests.

"Girls, on the whole, do not travel in gangs, steal, or commit acts of violence as boys do," Mrs. McGrorey relates, from her many years of experience with them. "Their problems are mainly emotional. A large percentage of the girls try to solve them by leav-

ing home, or by truancy from school. They come from both wealthy and poor families but all suffer from feelings of rejection in some degree."

The first wish of the court is to restore family harmony so that girls may live with their own parents. In the great majority of cases this is accomplished. Staying with relatives or in foster homes are other alternatives. Disturbed girls are committed to mental homes for treatment. In cases where it is felt advisable, girls of all creeds are placed by court order in the Convent of the Good Shepherd, of which Mrs. McGrorey speaks highly.

Girls who will not adjust to any of these procedures are referred to the California Youth Authority. They number less than ten per cent. Before being sent to the two corrective state institutions they are given a final chance to prove themselves responsible.

To what does Mrs. McGrorey attribute the delinquency increase in recent years?

"A basic lack in the home—of love, understanding, unity—is responsible for the bulk of it. Our population growth accounts for some ratio of it. Bad companionship, unlimited freedom, no supervision are contributing factors. Junior-high school age is the most dangerous time. Adolescent girls are impressionable, rebellious, in need of a steady hand which unfortunately many of them don't get. Our curfew law helps to keep some of them out of trouble."

"A good mother," Rose adds with conviction, "Can hold a home together against tremendous odds. A bad one can be the cause of its disintegration."

What are the compensations in a profession that can often be depressing and discouraging?

"That's easy," Rose McGrorey smiles. "The gratification in seeing girls who have been in danger turn out well." She looks at her work realistically, facing the human limitations involved. "Just a doctors can't possibly save every patient, we can't guarantee future stability for each of our girls. But we do our best. And it is most rewarding when they respond favorably."

Fanciful ideas of marriage as a carefree escape from authority are rationalized for the girls, who are given excellent counseling along these lines.

Rose McGrorey is a successful wife and mother. Her husband Leslie, also a native San Franciscoan, is with the stock brokerage firm of Schwabacher and Company. They are the parents of a son and two daughters.

Rose belongs to several community organizations, and frequently complies with requests to speak on youth topics before large audiences.

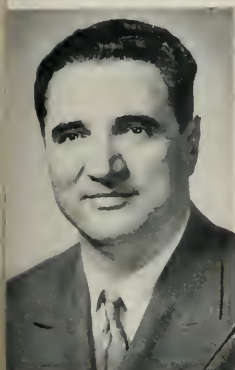
She insists on keeping most evenings and week ends free to devote to her family. At present she is busy assisting daughter Rosemary, recently engaged, in preparations for her forthcoming marriage.

After her many years spent in welfare work, what would Mrs. McGrorey advise young people considering such a career?

"More of them should be encouraged to go in for it. The training and preparation are long," Rose admits, "and at first the rewards seem few. But it is an immensely satisfying profession, and there is a great need for new young blood in this work today."

The community as a whole would indeed benefit if the crop of new social service professionals were as dedicated to their work of serving others as Rose McGrorey is.

Candidates for Office



Mayor George Christopher



Assessor Russell Walden

On November 3, San Francisco citizens go to the polls to elect City and County members of the legislative and judiciary departments and to vote on three bond issues and seven charter amendments.

The two main contestants for the First Citizen office of Mayor are George Christopher, who has already served one term in this office, and Russell Walden the present City and County Assessor. The Record has recently published a profile of each candidate: that of Mayor Christopher appeared in the September issue, and of Russell Walden in May.

DISTRICT ATTORNEY

Able, energetic Thomas C. Lynch is seeking re-election in November as District Attorney. He is a native San Franciscan and has been a member of the California State Bar for nearly thirty years. He has served as an Assistant United States Attorney, and as Chief Assistant District Attorney, and was appointed District Attorney for the City of San Francisco in 1951.

Early in District Attorney Lynch's present campaign a group of his legal colleagues headed by Harold C. Faulkner, Frank J. Filippi, Harold R. McKinnon, Vincent J. Mullins, and Jesse H. Steinhart stated: "San Francisco is fortunate to have as its public prosecutor a lawyer of the stature of Mr. Lynch. During his tenure as District Attorney, he has devoted himself wholeheartedly and exclusively to the legal duties of his office relating to the security and welfare of his native city. We believe that when a city enjoys the services of a District Attorney who dignifies and commands respect for his position, his colleagues before the Bar should logically be the first to make known publicly their appreciation of his fine record."

Lynch commented in reply: "I am grateful indeed for this strong showing of confidence in the work of my office from a professional standpoint. Throughout my service as District Attorney since 1951, I have always adhered strictly to the belief and practice that every man is equal before the law. It is the District Attorney's duty to protect that equality, regardless of a person's creed, color or race. However, the wilful criminal belongs behind bars, and I pledge the people of San Francisco that I will continue to follow my policy of being 'tough but fair' in seeking to protect their welfare and security. I am confident that the people have put me in the office of the public prosecutor for two four-year terms previously because of their confidence in this approach to the administration of justice."

Four prominent and distinguished San Francisco citizens are serving as Co-Chairmen of District Attorney Thomas C. Lynch's campaign. They are: Walter A. Haas, business executive and civic leader; J. Eugene McAteer, State Senator from San Francisco County;

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John Jay Ferdon
Clarissa Shortall McMahon

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James Leo Halley

incumbent

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Joseph M. Casey

incumbent

Supervisor



Thomas C. Lynch

Jerd F. Sullivan, Jr., banker and member of the Board of Regents of the University of California, and William H. Orrick, Jr., attorney. Orrick and McAteer are Democrats, Sullivan and Haas are Republicans. All have been active in the community development of the city.

SHERIFF

Sheriff Carberry who is seeking re-election after serving as Sheriff for almost four years, has been commended by the Grand Jury and other official bodies for his practical and far-reaching attack on the problems of his department.



Matthew C. Corberry

The Sheriff is also a sound housekeeper. His farmwork program produces over 400,000 pounds of produce annually for feeding the local jail prisoners.

The morale of the Sheriff's department is well-known to be excellent, and The Record is happy to add its voice in commendation of Sheriff Carberry's humane, progressive and determinedly firm administration.

SUPERVISOR DOBBS

Harold S. Dobbs first ran for and was elected to the Board of Supervisors in 1951 and re-elected in 1955.

He is both a successful attorney and businessman. As an attorney he has practiced law in San Francisco for 17 years and is a member of the California State and San Francisco Bar Associations. Dobbs is also co-founder and owner of the chain of Mels, Hals, and Kings drive-in restaurants and bowling establishments.

Supervisor Dobbs' civic activities are many. He is president of the San Francisco Lighthouse for the Blind, past president of both the Park Presidio YMCA and the Florence Crittenton Home.

On the Board of Supervisors Dobbs has held many committee chairmanships before being elected to the Board presidency, where he



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In a city famous for capacity for the imbibing of alcohol, ever since its first thirsty inhabitants arrived either by sea or land, Sheriff Carberry has gone to work and cracked down on the drunk problem with astonishing boldness and success. The 1956 "Mayor's Committee for the Study of Alcoholic Problems" with Carberry's guidance has made significant inroads into problems of rehabilitation of the alcoholics in the County Jail, and also clearing the city of supernumerary winos.

is now serving. He has been chairman of the important Finance Committee which handles the city budget. In fact, more than five years of his Board tenure has been with this committee, either as chairman or member.

Other committees he has headed include Judiciary, City Planning Guidance and Public Buildings, Education, Parks and Recreation and Rules.

William D. Evers, president of San Francisco Volunteers for Better Government, who are endors

g Dobbs, John Ferdon and Clara McMahon, says:
 "San Francisco's confidence in Harold Dobbs is reflected in the high vote he receives each time he runs for election to the Board of Supervisors."

"This confidence in Supervisor Dobbs' ability and energy I am sure will be expressed again by an impressive vote in the forthcoming city election, because he has already demonstrated the leadership and decisiveness to help our city meet the complex problems we face."

"His colleagues recognize this. They selected Harold Dobbs as their President, in which office he resides over the Board's activities, and previously acted as Finance Committee chairman, a most important post on the Board."

"To learn that Harold Dobbs' experience and diligence in public service are not lost to San Francisco, will be heartening news to all our citizens."

SUPERVISOR ERTOLA

Lively, bright-eyed Charles A. Ertola looks back over his experience in local politics and warms up to his present campaign for reelection as Supervisor with the vigorous resolve of a man who relishes doing a good job of work or his community.

He recalls how community service at first meant an answer to various needs, such as that of the "Telegraph Hill Boys' Club," in the neighborhood in which he lived. As time went on Charles Ertola seemed like a man whose right element was the Board of Supervisors. Here, Ertola is qualified by a sharp intellect and a clear-eyed vision both of human needs and

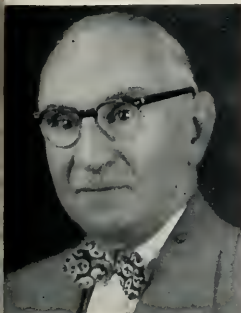
all for progress," he says. "And in the nature of things progress will come." He adds, however, that a care for people's traditions and their home backgrounds and their personal problems are for him still the prime importance, when he tries to fulfill his own place in the scheme of the city's government.

It is not surprising therefore that Charles Ertola looks forward to a further term as Supervisor that he may particularly bring to fruition an idea he has been working on at certain committee levels for some time and one which is becoming hourly of more import in this city—the direction of youth.

Ertola wants the Mayor, instead of the large committees so often involved in these matters, to set up a youth commission of five or seven men and women, who would divide the city into what he has worked out are eight strategic areas. In each area there would be one person appointed to full time duty to correlate the youth activities under the guidance of the commission who would investigate and evaluate all available outlets of youth service. If a gang about to go into action, or some immediate problem were spotted, the area commission appointee would be contacted and he would immediately be able to judge the right action to be taken and call on the proper existing authority or organization.

Ertola believes the saving in school and other property and in costly repairs would more than offset the cost to the city of this plan. He is convinced too that this is the right type of preventive vigilance with which to handle this problem. He just hates to see kids get into trouble and like most intelligent people he feels that adults should be able to marshal their forces in some well-thought plan whereby juveniles will be under the kind of careful watch that in these days of sometimes excessive freedoms appears to be necessary in big communities troubled by delinquency problems.

His other pet project at this moment also concerns the young. He is concerned to look into the relief meted out to families, sometimes so generously that mothers can borrow neighbors' children when husbands are away temporarily at sea, and get relief which is not merited. Ertola wants to correct such abuses of the city's social services, so that needy cases can have better succor out of limited budgets.



Charles A. Ertola

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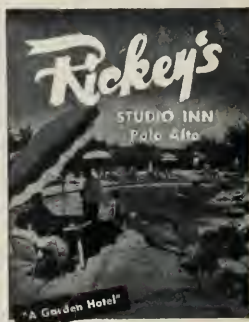
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SUPERVISOR FERDON

John J. Ferdon is chairman of the Board of Supervisors' Public Utilities committee, and is a member of Rules, Finance, and the County, State and National Affairs committees. He has had prior experience on the Judiciary, and Streets and Highways committees. He attended and graduated from San Francisco schools, including St. Ignatius High School, and the University of San Francisco. Following graduation from Hastings College of Law, University of California, Ferdon was admitted to the practice of law in 1941.

In the same year, Ferdon joined the armed forces as a special agent in the Counter-Intelligence Corps, United States Army.

After four years of service, principally overseas in the China-Burma-India theater, he returned to San Francisco and entered into the practice of law. He is a partner in the firm of McFarland and Ferdon, and has held a position on the faculty of the San Francisco Law School for the past eleven years.

Ferdon's participation in civic activities extends beyond the official duties and business as a member of the Board of Supervisors, where he was president during the 1956-58 term. He was first elected Supervisor in 1951 and re-elected in 1955.

He is chairman of the Board of Directors of the Catholic Youth Organization, and a director and legal counsel of the Visiting Nurse Foundation, San Francisco Home-maker Service and the San Francisco Home Care Program.

Ferdon's memberships include the California and San Francisco Bar Associations, the St. Thomas More Legal Society, the University of San Francisco and University of California Alumni Associations, the Irish Literary and Historical Society, the Guardsmen, the Bohemian Club, and the Press and Union League Club of San Francisco.

Evers says of Ferdon: "He is an outstanding civic leader and one of the Board of Supervisors' foremost personalities, as shown by the intelligent, decisive and courteous manner he displayed when he held the president's gavel two years ago.

"John Ferdon has a wide circle of friends throughout the city and his campaign will be waged by many willing volunteers. He is capable, experienced and popular, and I am sure he will poll a high vote. In the 1955 election, he led all the candidates for this most responsible position."



John Jay Ferdon

SUPERVISOR HALLEY

Genial James Leo Halley, a veteran supervisor with a ten-year service record as a city legislator, a member of the board's two most influential committees, promises continued dedication to the principles of business-like efficiency in municipal government for which he has become well known.

For the last five years Halley has served as Chairman of the Supervisors' County, State and National Affairs Committee, which has played a significant role in shaping State legislation pertinent to San Francisco.

The supervisor listed finance, transportation and re-development as three critical areas of concern for San Francisco.

As a member of the Board's Finance Committee, Supervisor Halley commented, he has shared responsibility for reviewing city budgeting and spending, "according to the dictates of good common sense."

Explaining that local government is a government of service to the taxpayer, he added:

"These services, however, must be rendered with the highest possible degree of efficiency and at a tax cost we can all bear equally.

"Police, fire protection, public health, schools, and recreation require the largest share of our tax dollar.

"It is in the administration of these departments that economy should be exercised with good common sense in order to get the most from our tax contribution."

The Supervisor referred to San Francisco's enviable national credit rating as assurance that city bonds are "readily marketable at advantageous interest rates."

As a finance committeeman, Halley promised to continue the policies that "have made our city one



James Leo Halley

of the nation's best municipal credit risks."

He recalled his participation in Board rapid transit and freeway discussions to describe a conclusion that San Francisco has reached a "transportation cross roads."

One of the supervisors who voted against further freeway encroachment in residential neighborhoods, Halley said he had taken this position with full realization that "rapid transit is in our future."

Because of Board of Supervisors legislation, he said, a study of the transit problem is now well under way.

"We need rapid transit, and we need it at a price we can afford," the supervisor explained.

"Most important, we need a system that will take care of San Francisco's needs."

Turning to re-development, Halley said the city program he supported to transform blighted areas into tax producing property is beginning to move.

"After legal delays that at times amounted to harassment, our program is on its way to reality," he stated.

"The Golden Gateway (Area E) as well as the Western Addition and Diamond Heights, will one day be monuments to courageous planning and sound government."

SUPERVISOR MCMAHON

Mrs. Clarissa McMahon attended San Francisco schools, including St. Agnes School and the Academy of the Sacred Heart. After attending the University of California, she went to Hastings College of Law and graduated in 1934 with an LL.B. degree.

The following year Supervisor McMahon was admitted to practice law and opened offices in San Francisco. In 1937 she gave up her legal career to marry John J.



Clarissa S. McMahon

McMahon of Modesto who entered the United States Army in May, 1942, as an officer, served overseas and was killed in the Italian campaign in November, 1944.

Mrs. McMahon resumed the practice of law in 1942 and since her admission to practice law in 1949 of her brother, Richard C. Shortall, she has been associated with him.

Supervisor McMahon was first appointed to the Board of Supervisors by Mayor Elmer E. Robinson on November 16, 1953, and later was elected in 1955 for a full four-year term.

In addition to heading the Finance Committee, she serves on the Public Utilities, and the Public Buildings, Lands and City Planning committees, with previous experience on the Judiciary, the Public Health and Welfare, and the Education, Parks and Recreation committees.

She has also served in the capacity of Acting Mayor on various occasions during the administration of Mayor Robinson and Mayor George Christopher.

Since its inception in 1955, she has been a member of the board of directors of the Bay Area Air Pollution Control District and was active in the drafting of the law which created this district.

Among Mrs. McMahon's professional memberships are those for the San Francisco, California, and American Bar Association, Lawyers Club of San Francisco, Queen's Bench, Loyola Guild, and Kappa Beta Pi, women's legal sorority. She is also a member of the Business and Professional Women's Club and the San Francisco League of Women Voters.

Evers says of her: "Clarissa McMahon is much more than the only woman member of the Board of Supervisors. When debate is under way, she is known by her colleagues for the economy of her

speech and her knack of getting to the heart of the matter.

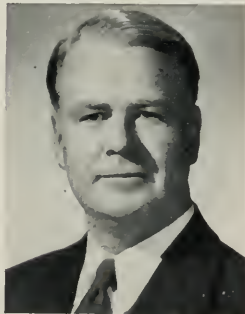
"Clarissa McMahon combines the values of a mother, a homemaker, and a conscientious executor of a legal career whose source is in family tradition, stemming from her father, the late Judge Edward P. Shortall, to her own practice of law since 1935.

"She has made an enviable record on the Board of Supervisors and deserves a resounding vote of confidence."

SUPERVISOR CASEY

Joseph M. Casey is a native San Franciscan, born and educated in the city. After graduating from Mission Dolores School, Sacred Heart College and Stanford University, he served the cause of industrial relations, being auditor of the American Federation of Labor, and now self-employed as an industrial relations consultant.

He has been an active and energetic member of the Board of Supervisors for the past four years. Supervisor Casey has a keen eye for the growth and development of this progressive city and keeps a sharp watch-out that taxpayers' money is neither wasted nor misspent.



Joseph M. Casey

In addition to incumbent Supervisors, there are seven other candidates—including Henry E. North, Foreman of the 1958 Grand Jury, and newspaper reporter Jack Morrison—for the six vacant places on the Board.

MUNICIPAL JUDGESHIPS

This year four Judges of the Municipal Court will be seeking reelection.

Judge Byron Arnold was first appointed to a judgeship in 1955. For twenty-four years prior to this he practiced law in this city, having previously received his legal education in the University of San Francisco. He was unanimously

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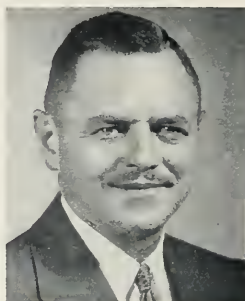
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Byron Arnold

course for Bar applicants. He was appointed a Municipal Judge in 1955, and has presided over traffic and civil branches of the Court.

Judge Francis McCarty graduated from Lowell High School and received his college education from the University of California at Hastings College of Law. He practiced as an Attorney for over twenty-five years and taught Law at Golden Gate College, being appointed to the Municipal Court early in this year.

Judge Edward F. O'Day was elected to the Municipal Court in 1947, since when he has served in all branches of the Court, including a term as Presiding Judge. He has also been appointed pro-tem Superior Court Judge by the Chief Justice of the Supreme Court of California.

BOND ISSUES

The three bond issues are concerned with enhancing the beauty and convenience of this growing city. Proposition A is for a sum of \$7½ million to improve the Civic Auditorium, which requires complete going over inside for fire protection improvements to acoustical efficiency and a complete face-lift outside.

Proposition B is for \$2,970,000 to pay the cost of a public park adjacent to the Embarcadero and near the Ferry Building. The Ferry Park would include the facilitating of transport in the area, the provision of recreation facilities, and the addition of such things as some splendid fountains which would give to this west coast gateway city some of the magnificence and gaiety which characterizes the appealing old cities of the world.

Proposition C is for \$1,500,000 to supplement the generosity of Wal Johnson that the matter of the Palace of Fine Arts may be settled once and for all and that it will become a beautiful landmark as well as a remunerative city asset.

elected Presiding Judge of the Municipal Court for 1958.

Judge John W. Bussey, who received his early education in Riverside and San Bernardino, proceeded to the University of California, taking his final legal education at Harvard Law School. While serving as Deputy District Attorney in Alameda County from 1945-1949, he was also in private practice and conducted a Bar Review

Just this brief note to commend the City-County Record for a fine article on Police Chief Tom Cahill.

Our citizens can better help our local government if they know and understand its leaders like Cahill.

Your magazine performs a real public service and I look forward to each issue.

CON SHEA
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San Franciscans are indeed fortunate to have a locally published magazine such as The Record, covering such a diversity of subjects as in the September issue: the growth of the Pacific Festival, the Mayor's accomplishment, the meaning of the jet age and a profile sketch of an opera singer, Lucine Amara, not to mention special sections like "Memo for Leisure" and "Bay Window."

The Record would be well worth having at three times the price!

CHARLES von STORCH
492 - 18th Avenue
San Francisco

Memo for Leisure

"A Mighty Man is He," at the Geary Theater, stars Nancy Kelly in a most witty and ingeniously contrived comedy about a playboy producer whose wife in one bold stroke eliminates two mistresses from his life. Nancy Kelly plays the wife, and her two rivals are Polly Rowles and Diana Van Der Vlies. The erring husband does not appear, though the effect of his humiliating return after a motor accident is full of diverting drama, which recalls the audacity and brightness of English Restoration comedy. The acting is excellent, and in our view promises Broadway laurels later on.

Coming productions in an unusually rich theatrical season include Carol Channing in the revue "Show Business" at the Curran opened October 19, Israel's unique dance theater Inbal on its first trans-Continental tour (at the Opera House, October 24 and 25), the Takarazuka Dance Theater of Japan (Opera House, Nov. 9 through Nov. 15), and Hal Holbrook in "Mark Twain Tonight" at the Geary Nov. 23 through Nov. 29.

People and Progress

The Police Athletic League, the Boys' Club activity organized by San Francisco cops to keep active youngsters happily engaged in organized sports, is to benefit from the proceeds of a basketball match. In this contest big-time players will be represented in teams from the Los Angeles Kirby Shoe Company and A. J. Lefferdink, who will meet in the USF Memorial Gym on Friday, November 20 at 8:15 p.m.

PAL will have its projected soccer league this fall, and the money from the above match will be used to organize a city-wide basketball tournament for youngsters not already playing in established leagues.

Books

THE EARTH SHOOK, THE SKY BURNED

By William Bronson
Doubleday \$5.95

Here are the ruins again. We suppose there are lots of people like ourselves who have seen crumbling remains of centuries-long, great and historic scenes, who have spent lazy, delightful, sunspattered days counting Druid stones, and travelled long journeys to see some one peculiarly stirring and majestic relic, and who are still completely under the spell of the devil-may-care rhymer, Larry Harris, and his "Damndest Finest Ruins."

For all these people, this is probably the damndest finest book on the subject with an unbelievable assembly of pictures, and all so splendidly arranged, that however advanced you are beyond typical picture-book age, you never get tired of looking at them.

There is just enough expert compering by Mr. Bronson to keep you happily informed and imaginatively stirred as you turn the pages. The whole magnificent spirit of the debonair city in its hour of terrible crisis is epitomized in the famous view of the City Hall dome, splendidly stable and firmly elevated on its skeletal ironmongery, with the rakish pair of pillars standing off left. In this collection, it most fortunately balances the quote of the household-known poem, and the two come cheerily in on you, nice and near the end of the book.

Also, pleasant thought, just send out your private spies before birthdays or next Christmas, and anyone found so unfortunate as not already to possess the book, can be catered for without misgivings.

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RECORD

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CALIFORNIA'S ROLE OF LEADERSHIP

GOVERNOR EDMUND G. BROWN

WOMAN OF THE MONTH:

CLARISSA McMAHON

JANE RAWSON

NURSERY SCHOOLS AND COMMUNITY LIVING

CITY HALL HUMOR

VIRGIL ELLIOTT



MAN AT WORK

Playmates Nursery School youngsters watch lineman Jack Collins in action

(See story on p. 1)

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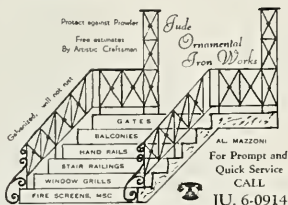
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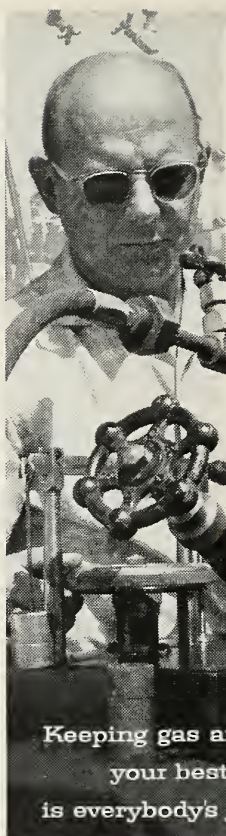
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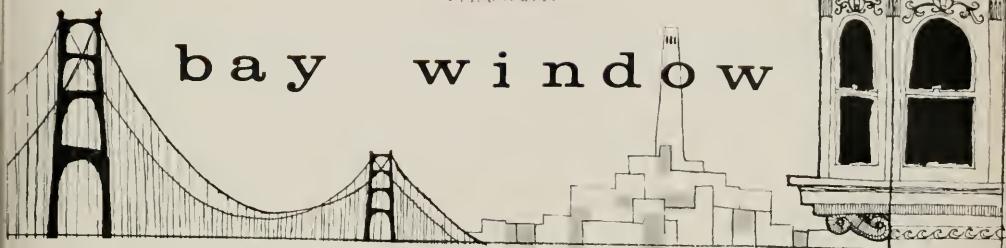
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PERIODICALS



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PROCLAMATIONS: Governor Edmund G. Brown whose discerning discussion of California's role in the future of our country appears on page 4 has decided not to issue any more proclamations of days, weeks or months.

"There are some worthy organizations and projects that a Governor should support, and I intend to assist established philanthropic and charitable enterprises in other ways," he has declared. "But I'm through with all this proclamation business."

In breaking with the established tradition that the Governor's Office would assist in the promotion of almost anything from Dress Right Week to Kidney Disease Month, the Governor said he is simply carrying out his announced policy of reducing the ceremonial aspects of his job.

"We have plenty of public work to do without this kind of unproductive promotion," the Governor said. "I'm not critical of public relations and promotion, but I'm in favor of letting them stay in the private sector of the economy. I don't think the taxpayer much cares for this kind of government subsidy. I certainly don't."

Requests for proclamations of days, weeks and months pour into the Governor's office by the hundreds during the year, and require the equivalent of one full-time employee for preparation, reproduction and filing. From now on, he said, the only proclamations coming from his office will be those required by law. That means only a dozen or so a year. Brown said he had decided against issuing

one final proclamation on the subject of doing away with calendar proclamations. "I don't think there should be more than one emancipation proclamation," he said.

FINE RECORD: Senator Thomas C. Hennings, chairman of the United States Senate sub-committee investigating youth problems has commended San Francisco officials for "a fine record in coming to grips with the problem of young people." Our city alone has a record of decrease in juvenile delinquency among nine major cities surveyed by the committee.

Police Chief Cahill in testimony before the committee explained our smaller percentage of juvenile arrests, the relative insignificance of juvenile narcotics addiction, and the absence of juvenile gangs to public support, close cooperation between official agencies, and preventive law enforcement such as the eleven o'clock curfew for all persons under 18.

While we need to be perpetually vigilant, it is a real satisfaction, which reflects highest credit on our Police Chief, that so strong a curb has been imposed here on hooliganism and crime. One agency which has helped valuably is the Quaker-sponsored Youth for Service directed by Orville Luster, which aims to channel adolescent drives into social projects.

PLEA FOR ACTION: We are all for Mayor Christopher's desire for action over the reconstruction of the Civic Auditorium and the Palace of Fine Arts. Shortly after his sweeping victory, with the prospect of a second term ahead, the Mayor called in the department heads and asked them when work

will begin. He was told "not until July 1961" on the Civic Auditorium, where a major problem is to find when the building is not scheduled for use by conventions so that preliminary work can be done.

As to the Palace of Fine Arts, where City and State must act as partners, two months will elapse before a working agreement can be drawn up according to Deputy City Attorney Larry Mana. It is good to know that one positive step has been taken in achieving an agreement at the staff level between the State and City that William Gladstone Merchant, an architect who worked with Bernard Maybeck in designing the original Palace, will direct the restoration.

The urgency for reconstruction of the two buildings needs no underlining. Our City, which rose from the ruins of 1906 ought not to be slow to implement the opportunities of 1960. There is no doubt that the Mayor has the voters solidly behind him when he urges his aides to "see if you can speed it up."

CLEVER DESIGN: The design at the top of this page is the work of Don Clever, who also designed our cover. The symbolism of bridge, Coit Tower and window aptly conveys our editorial policy of envisaging the Bay Area counties as inter-related parts of one community in which San Francisco has a crucial role to play.

Don Clever, design consultant for Storyland, whose gifts have been used extensively by civic authorities and private corporations, has in this happily conceived drawing given yet one more example of his well-known flair and professional skills.

CITY-COUNTY RECORD

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OF GOOD GOVERNMENT

San Francisco and the Bay Area

KENNETH H. ALLEN PUBLISHER
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The substance of this article comes from a speech giving a blue print for the future delivered by the Governor at the California State Fair

California's Role of Leadership

by Governor Edmund G. Brown

OUR ENEMIES have learned to their sorrow that when an armed attack is made on our country, our people respond with vigor, with violence, and with overwhelming unity. We all remember how the Japanese attack on Pearl Harbor galvanized a nation which had been divided by isolationism and indifference.

Today, however, we face a more subtle and a more difficult challenge to our survival as a nation. We are in a war without the advantage of the unifying force of an armed

attack. I speak of the conflict between our economic system and that of the Soviet Union.

Some weeks ago Mr. Khrushchev bluntly told us: "We declare war upon you in the peaceful field of trade." He plainly warned us that the threat to the United States is in "the field of peaceful production." Had this been a declaration of another kind of war, every mind and muscle in the nation would now be concentrated in a massive effort. But we have, in my opinion, largely ignored this declaration of economic war.

The great issue in this economic war is whether free men can excel in the management of their human and material resources. Let me at once make it clear that this is no narrow competition over missiles or getting the first man into space. This, instead, is the ultimate battle between our economic systems. Which one can provide the higher standard of living? Which one can distribute goods and services more effectively? Which one serves better the greater number of people? As this historic contest goes on, the uncommitted people, the underdeveloped countries of the world will watch, and watching they will make their choice.

We ignore this economic war only at the greatest peril to our future.

This year the gross national production of the United States will reach its all-time high of approximately 485 billion dollars. You will get some picture of our immense production when I tell you that our gross national production exceeds the combined total of Russia, England, France and West Germany.

Since 1860, our economy has been growing at an average rate of about 3 per cent per year. During this period, we have had the benefit of this great growth, and yet at the same time our workers have had greater leisure. The average work week today is less than 40 hours. This compares with about 63 hours a week in 1880. This reduction in the work week has been because today's worker produces five times as much in constant dollar values as did the worker in 1880.

Impressive as this American record is, it is also true that Russia has made spectacular economic progress in recent years. Our best information is that since 1950 the Russian economy has grown at a rate of about 7 per cent per year—or about twice our growth rate.

But, so that we do not get panicky or sell America short, I want to point out some hazards in taking these Russian growth figures

at face value. The important fact to remember is that these growth rates are stated in relation to each country's past. For instance, in 1955 Russia produced 100,000 cars and the United States produced about 8 million. If each country increased its annual car production by 100,000, that would be a 100 per cent increase for the Soviets and only a little more than 1 per cent for us.

Since Russia has a gross national production of only about one-quarter of ours, any increase in Russian production is certain to look bigger in percentage terms. The essential thing for us in the United States is to grow at a rate that is healthy for an economy which is as well developed as ours.

Furthermore, we must remember that the high Soviet growth rate has been established in a period when Russia has been recovering from the devastation of World War II. The economies of West Germany and Japan, which are recovering from comparable devastation, have had an even greater growth rate than Russia.

But, however the matter is analyzed, it is clear that our economy is literally fighting for its life in the race against Russia. We are in a race for military superiority, but far more important, we are in a contest to test the capacity of two very different systems to serve the welfare of all the people.

In this race, the role of California is crucial. California is the most rapidly expanding major industrial area in the United States. Our factory employment is increasing 10 times as fast as the average of the 10 other leading manufacturing states. It is even expanding twice as fast as Texas, our nearest rival. Here in California, we have over 10 per cent of the national personal income, and more than \$500 a year more than the average per capita income.

There can be no doubt that if the United States is to win, indeed if our economy is to survive, California must lead the way. For that reason, I would like to outline some major steps that I believe we must take here in California to provide genuine leadership for our nation's economic growth.

First, we must carry out the program for water development which was approved by the Legislature at the last session. This program calls for a great aqueduct system to bring the surplus water from the North to the thirsty South. I am deadly serious when I tell you that failure to approve the water bonds for this program would be a major set



Power and responsibility
—S. F. N. — J. B. Brown

back in our historic contest with Russia. We cannot have industrial growth in California without new supplies of water, and we cannot have the water unless we are willing to commit the money.

Water is absolutely essential to the continued expansion of our economy. An oil refinery may use as much as 4 million gallons of water a day. A steel plant requires about 65,000 gallons of water for every ton of steel produced. Some of our largest farms require as much as 10 million gallons a day.

The great diversity of demands for water makes it even more vital to our economy than such basic raw materials as iron and aluminum. Indeed, the availability of a water supply often decides whether a given area will succeed or stagnate, whether it will flourish or flounder.

Second, we must use all our human resources to the best advantage. At the last session of the Legislature, we did our moral duty and enacted a statute guaranteeing equal job opportunities for all citizens. As we go forward to make this act effective, we must remember that the policy expressed in this law is also essential for healthy economic development. In our battle for economic survival, we simply cannot afford discrimination which wastes our most valuable asset—the skills, talents, and enthusiasm of all our people.

When a member of a minority race is able to get a good job, there is a chain reaction which is distinctly healthy for our whole economy. The man is infinitely more productive because he leaves behind frustration and the fear for his future.

Beyond that, when we raise his standard of living, we benefit the health and education of his children. Thus, the next generation can contribute its full measure to our economy, and to our society. I repeat that in the war between the systems, we need the productive capacity of all our people, all our races and creeds.

Third, we must be vigilant to maintain a free competitive economy. The premise of our economic system is that, in the long run, the consumer determines the type of goods which are produced and the price to be paid for them. In our economy, we depend on customer demand to guide the allocation of our resources and to set the production goals. On the other hand, in the controlled economy of communism, a government bureaucrat pretends he knows better than the people, and he decides what will be produced and how much.

Our system breaks down when monopoly or conspiracy muffle the voice of the consumer. We no longer have a free competitive economy if a single producer is able to fix the price or determine the nature of the product without regard to the wishes of the consumers. If the consumer is callously ignored in these basic decisions, it is little better that the decision is made by a private monopoly than by a big brother government agency.

In America today, we are confronted by a massive tendency toward concentration of business. The urge to merge has been the dominant business characteristic of the last decade.

To combat the anti-competitive effects of this tendency, we must have a tough and aggressive enforcement of the federal anti-trust laws. But beyond that, we must take new action on the state level to insure the maintenance of free competition. Attorney General Mosk has already announced an expanded program for the enforcement of the existing state anti-trust laws.

Although the State is the enemy of monopoly or conspiring in business, the State also is fully committed to encouraging the legitimate growth and expansion of business. It is the duty of the newly-created Agency for Economic Development to give every impetus to the expansion of business and industry in our State. We cannot take much pride in being the 48th state to establish such an agency, but we can resolve to make up for lost time.

Fourth, we must strengthen the fibre of education at every level. In the largest sense, our country will be no stronger than the education of our children. And in education, the action at the State and local level will control our national destiny.

Thus, in the primary grades, we must find the means to strengthen the will to excel. I do not want to take the fun out of childhood, but I do want us to do what we can to give our children a sense of pride about their school work and self-discipline in their leisure.

In the higher grades, we must mold our schools to match the talents of our children. The difference between greatness and maladjustment often lies in an imaginative high school program. If we fail to respond to the challenge of our able children, we will, in exactly that measure, fall behind in the economic race.

In colleges and graduate schools, we have the double duty of broadening the basis of participation and intensifying the training of the best qualified. Here in California, we must also seek new avenues of coordination for our famous state university and our outstanding state college system.

Fifth, we must demonstrate our ability to manage great concentrations of our people. The expansion of our economy is keyed to the growth of our cities. This growth of our urban areas is essential to our progress, but I do not exaggerate when I say that it is also a threat to our well-being. Unless we manage this growth, unless we learn to harness it for our welfare, unless we prepare for tomorrow—this growth will become not the servant of democracy, but its master.

Let me illustrate, very briefly. Traffic is on the verge of strangling our cities. Someone has said that if all the cars in Los Angeles happened—at some nightmarish moment—to be in use at the same time, they would fill every inch of the streets of the city. We need boldness and bravery to meet this problem. In San Francisco, the state has taken a pioneer step in assuming responsibility for financing an exciting new local project—the rapid transit tube under the San Francisco Bay. But this is only the beginning. If we are to live in cities—and we must to sustain our industrial

growth—we must put aside outdated dogma and fashion dramatic new solutions.

As industry expands, it threatens to bring a stifling blanket of smog to every metropolitan area of the state. Unless we act in advance, unless we move quickly, we are likely to find that eye irritation and immediate discomfort are only the top of the iceberg—the under the surface lurk lung cancer and other chronic diseases of the lungs. That is why we have committed the full resources of the state to the fight against air pollution. That is why we must not relax until we have solved the riddle of smog.

The catalogue of metropolitan problems is long and dreary. But they will yield to solution if we remember that the expense and difficulty of solving them are the inevitable costs of our expanding economy. In recognition of the primacy of these problems, I have appointed a Commission for Metropolitan Area Problems. This is a commission of some of the most talented people in California, but their problem is the problem of all of us. Their unique responsibility is our joint concern.

As I conclude, I would emphasize again that the goal of our expanding economy is the welfare of our people. We do not strive to maintain a steady growth in order to produce results on a chart or to attain given dollar volume as our gross national product. Nor is our historic conflict with Russia an abstract duel involving some obscure matter of honor. On the contrary, we struggle to preserve the health of our economic system so that it can serve the needs of all our people. The success of our system will ultimately be measured, not on a chart, not in dollars, not by comparison with some other country, but rather by the prosperity and the well-being of the people.

Off the Record



"And you played the first half without committing a foul — what kind of playing is that?"

NEW NURSERY SCHOOL PROGRAMS HIGH-LIGHT COMMUNITY LIVING



Craned necks and bright eyes

CO-OPERATIVE NURSERY Schools are non-profit, non-sectarian organizations of parents who unite to provide an educational opportunity for their children and themselves. There are twelve of them located throughout the City of San Francisco. In some instances they have their own buildings; in others they are housed in churches, community centers, recreation centers or housing projects.

Professional leadership of trained teachers who direct the parent education programs of the schools is provided by the Adult Education Division of the Marina Adult School. Daily nursery school programs are conducted in which parents take part with the children.

All have morning sessions; some have afternoon as well. The children attend every day. The participating parent is usually asked to come once a week.

In addition, weekly evening parent education programs stress basic concepts in child growth and development and in family relationships. To supplement these programs, occasional field trips to other schools are arranged.

One of the schools whose initiative has earned for it widespread interest and visits from parents and educators in other areas is the Playmates School at 36th Avenue and

Taraval Street. Here a unique program offering youngsters greater insight into community living has been started.

This program is described by school Director Mrs. Emily Stone as a new concept in teaching children in the 3 to 6-year-old range.

"As far as children are concerned nowadays," Mrs. Stone observes, "not many have a chance to see what their parents do for a living.

"So we've asked some of the parents who do interesting work to come to the school and demonstrate it."

The first in the series of programs was arranged by Pacific Telephone.

In front of the school, thirty-five smiling students watched a husky telephone lineman scale a tall pole. They were awed by his kitful of equipment, his heavy boots and his description of phone installation work.

The youngsters were equally excited over the chance to inspect a big telephone "line truck," with its big crane that lifts poles. They beamed proudly when allowed to wear a phoneman's helmet or inspect his work tools.

"I'm convinced this type of program has great impact on the kids," commented Angelo Figone, Pacific Telephone repair foreman who arranged the demonstration.

"They have a chance to see and feel actual equipment that parents in various professions use. And they can't get this type of lesson from books or class discussions."

Figone is able to gauge firsthand the reactions to the new program. His daughter, Gail, 4, is a student at the school.

And Mrs. Figone is a member of the school's board of directors.

Other programs in future months will feature demonstrations by doctors, nurses, police and firemen.

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—Ira Glassman

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Margaret Smith, Personal Secretary
John L. Mootz, Administrative Assistant
John D. Sullivan, Public Service Director

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Christa Shortall McMahon, 703 Market St.
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James J. Sullivan, 31 West Portal
J. Joseph Sullivan, 111 Sutter St.
Alfonso J. Zircpoli, 300 Montgomery St.
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Lillian M. Senter, Chief Assistant Clerk

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County, State & National Affairs—Hallett, Errol, Ferdon
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Judiciary, Legislative & Civil Service—Zircpoli, Ralph, Casey
Police—Casey, Sullivan, Ralph
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Dion R. Holm

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A. C. McCherny, Jury Commissioner

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164 City Hall
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John D. Kavanagh, Chief Adult Probation Officer

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Fred C. Jones, 618 Hayes St.
Maurice Mokovitz, 2900 Lake St.
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Miss Myra Green, 1365 & 30th Ave.
Philip R. Weisbach, 490 Post St.

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Mrs. Albert Campodonico, 2770 Vallejo St.
Neil Sinton, 1020 Francisco St.
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Joseph E. Turner, 1317 Mission St.
Thomas P. White, 400 Brannan St.

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Manager of Utilities
James R. McCarthy, Director of Planning
Thomas G. Miller, Secretary

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151 City Hall
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Wm. Kipatrick, Vice-Pres., 827 Hyde St.
Hubert J. Sober, 153 Montgomery St.
George J. Grubb, Gen. Mgr. of Personnel

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Mrs. Bertha Metro, 313 Turk St.
Nat Schmulowitz, 625 Market St.
Edward Howden, Executive Director

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2 City Hall
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Walter H. Dunne, 220 Bush Street
Rett Simon, 1350 Ebbett St.
William F. Murray, Chief of Department
Albert E. Hayes, Chief, Division of Fire Prevention & Investigation
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Donald J. McCook, 220 Montgomery St.
Thomas P. O'Sullivan, 1140 Powell St.
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City Attorney

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Charles R. Greenleaf, 2 Gray St.
Al F. Mailoux, 200 Guerrero St.
Jacob Shennano, 988 Market St.
John W. Beard, Executive Director

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Jay E. Jellick, 364 Market St.
John E. Sullivan, 69 West Portal
David Thompson, 63 Berry St.
Vining T. Fisher, General Manager
Thomas J. O'Toole, Secretary

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237 City Hall
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T. Max Moore, 598 Potrero Ave.
Clarence J. Walsh, 2430 - 17th St.
William H. H. Davis, 984 Folson St.
J. Edwin Matton, Secretary

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Thomas J. McElroy, 390 First St.
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Lawrence E. Palacios, 355 Hayes St.
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Home on the African range

SUPERVISOR Clarissa Shortall McMahon is the only woman elected official in the City and County of San Francisco. She is also associated with her brother, Richard C. Shortall, in the practice of law.

From her law office on the sixteenth floor of Central Tower, she conducts a wide practice specializing in business law, estates, trusts, partnerships and guardianships.

The daughter of a judge, sister to an attorney, and the mother of one son, Jon, who is presently studying law, she finds herself completely at home in the legal world. Yet her greatest satisfaction is her job on the Board of Supervisors.

To this she was first appointed by Mayor Elmer E. Robinson in 1953, being elected to four year terms in 1956 and 1960. (The only other instance of a woman's being elected to the office of Supervisor is way back in 1924, when Mary

Morgan completed one four-year term.)

Mrs. McMahon does not like campaigning. With a pleasant humility, she finds it unnatural and unfeminine to go on the stump announcing forcefully how good a Supervisor she is. We agree with her that political campaigning is not, on the whole, a field where women are happy or excel. While they may bring fine gifts to the office when elected, lack of enthusiasm for campaigning does help to account for the small number of women entering the political field. The cost of political campaigning in modern times is extremely high, and women find the raising of campaign funds another obstacle.

Presently the chairman of the Finance Committee of the Board of Supervisors, she finds this the most interesting of all the Board's various labors, despite its heavy work load. She looks at the Board's recent achievements with pride, feeling that San Francisco is well-governed. A high standard of government honesty, filtering down from the top through all layers, creates in the city a climate of goodwill in which prosperity can flourish.

Mrs. McMahon has applied her very able mind to the increasing problems of government. To her the basic problem is the financing of government responsibilities, recognizing that government can only accomplish what the people can afford. After study of the large budget for salaries, she is convinced that one requisite for sound expenditure is to have strong, intelligent, well-liked department heads, able to utilize

modern methods of mechanization.

She likes to quote as an example Fire Chief Murray who, after being supported in a five-year plan by the Board, was able to run his department with two extra fire-houses and 79 less men, effecting a saving of half a million dollars, this partly by installing "triples," combination of pumper, tank and hose, each able to be handled by one man. At the same time, San Francisco achieved a B rating from fire insurance underwriters, no city rating A, and only three others holding B's.

The family inheritance of the two Shortall children is from a generous stream of Irish, with a dash of Huguenot and English-Canadian. A musical Celtic voice, calmness of manner, and a compellingly gay smile give Mrs. McMahon a graciousness and charm of personality which no pressure of affairs can quench.

She delights in reading, often getting through a book a day, and certainly from 4 to 6 in a week. She travels with pleasure and gusto, finding New York "wonderful," and Paris "breathtaking" with happy memories of the grave charm of well-behaved French children. She is convinced that world peace depends on generating understanding and tolerance by getting to know people of other lands and learning to appreciate their divergent points of view.

Recently she has been on safari in Kenya. She has shrewd observations about native problems. Mexico she has visited eleven times, indulging another hobby, big game fishing off the Mexican coast, hauling in marlin and sailfish.

To use her own words, she is "nuts on baseball." When the Giants were lured here two seasons ago, she went to Phoenix to see the first training, and was unable to believe that San Francisco owned them until she saw the city's name in vivid letters on their jerseys. Returning to the city, she thought happily: "All this and the Giant too!"

Another great enjoyment is the theater. Coming first on the list of her delights is, however, her nine-month old grandson, securely ensconced in grandmother's heart. As she says: "A grandmother's share in a grandchild is pure joy. The parents take the responsibilities. Grandmother's interest expresses itself in delightful extras."

San Francisco can be very proud of our one woman Supervisor. Her desire to see San Francisco become ever more beautiful is reflected in her wide interest in city planning. She wants to see the city with plenty of planted spaces, and hopes for the encouragement of architects who will make full use of the modern trend of greater appreciation of light and air in architectural design. She feels that buildings set back from the streets with well-designed surroundings are economically sound because they cause improvement in property values. Because of her affection and loyalty for this city, Mrs. McMahon is happy to give unstintingly of her time and energy, and to use to the utmost her abilities that we may have good government and maintain a high place in the world series of great cities.



Clarissa S. McMahon

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PEOPLE AND PROGRESS



Mark Lewis Gerstle III

MAYOR'S AIDE

The new confidential secretary to Mayor Christopher is San Francisco-born Mark Lewis Gerstle III, who has been assistant director of the publicity bureau of the Utilities Department since November 1954. Aged 40, he is the son of Dr. Mark Gerstle Jr., chief psychiatrist for the California Youth Authority.

He served in the China-Burma-India theatre of operations in World War II. He has been a radio announcer and news editor, and practised public relations covering a variety of business and professional fields.

He has the qualities of imagination, happy turn of phrase, energy and enthusiasm which equip him well to be the aide of a dynamic mayor. Gerstle is married, and has two children.



Roy Sorenson

METROPOLITAN PROBLEMS

Roy Sorenson, YMCA executive and president of the Rosenberg Foundation in San Francisco, has been named by the governor to head the Governor's Commission on Metropolitan Area Problems.

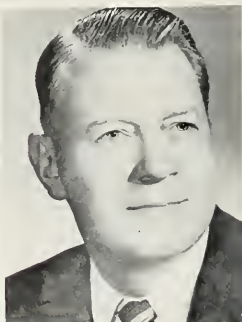
Sorenson, has been a member of the commission since it was organized last March, is cognizant of its program and progress, and is "excellently qualified" to take over leadership, Governor Brown said. As YMCA General Secretary in San Francisco, he directs work of all the Young Men's Christian Association units in the area.

Between 1931 and 1946 Sorenson made surveys in 35 cities from Boston to Honolulu of their health, welfare and recreation facilities, and of their Community Chest organizations. The surveys were under Community Chest and Councils sponsorship.

Sorenson is an executive committee member of the 1960 White House Conference on Children and Youth. He is also a member of the National Child Labor Committee and of Community Research Associates, both national groups with headquarters in New York.

The Metropolitan Area Problems Commission has announced priority for the question of air pollution controls. A conference on this subject was held on November 6 and 7 in Los Angeles.

Transit by rail, streets and freeways, overlapping government jurisdictions, housing and its relation to crime breeding, and land use planning are among other subjects on which Governor Brown urged the commission at its outset to "think creatively."



Norman Elkington

SUPERIOR JUDGE

Norman Elkington, 56-year-old San Francisco attorney, is the newest appointment to the Superior Court. He was born in Napa, California, and received his legal education in the University of San Francisco, being admitted to practice in 1927.

Judge Elkington has had a distinguished career, prosecuting most of the major criminal cases in San Francisco since 1944, and being appointed as the city's Chief Assistant District Attorney in 1951.



John F. Delury

FAIR EMPLOYMENT

John F. Delury was appointed at the beginning of October to the position of Executive Director of the Commission on Equal Employment Opportunity. The position was vacated when Edward Howden became Chief of the State Division of FEP.

Delury, born in San Francisco, is a graduate of USF, and after service in Germany, undertook graduate history studies in the University of California and SF State College. After three years of history teaching in the Marist Catholic High School, Mr. Delury brings to his new appointment a lively assessment of the particular cases his department has to deal with, and an enlightened and vigorous interest in problems of integration. His army unit was one of the last to be integrated, and his experiences in this area of racial relations sparked an abiding interest in what has become on occasion a thorny contemporary problem.

Letters

I recently took my grandchildren to Fleishhacker Zoo, and would like to pay my tribute to the great appeal of Storyland which brought them immense delight. Incidentally, on our trip round the Zoo, I was struck by the fact that there was much less litter than I saw around on my last visit. It seems that there is a new sense of care and pride which is to be welcome in a much visited public place.

Lettie White
948 Lake Street

CITY HALL HUMOR

by Virgil Elliott

THE ORNATE chambers of the San Francisco Board of Supervisors have resounded down through the years to the sage remarks and oratory of many beloved public officials. Among such remarks have been many comments which provoked humor, and this is the subject with which these lines are concerned.

Members of the press, City Hall officials and others have recorded for posterity numerous "quotes" that brought good natured laughs at the time, and still do upon the retelling. Surely the best remembered for such reasons is the late Supervisor Jas. McSheehy, whose achievements in the use of the mixed metaphor have gone unparalleled in San Francisco history.

Who can forget the time this gentleman informed his colleagues on the board that "the handwriting on the wall is as clear as a bell." Or, the time he drew himself up to his full height and declared: "Gentlemen, let's grab the bull by the tail and look the issue squarely in the face."

Supervisor Adolph Uhl, one of McSheehy's contemporaries, was no slouch either when it came to mixed metaphors. He told his fellow members on one occasion that "we are slapping him on the wrist to a compliment in the effort to nail him to the mast."

Former Sheriff Dan Gallagher, when a supervisor, was a distinguished member of the "economy bloc." One year the final consideration of the annual budget

dragged on far, far into the night. Along about 4 a.m., the argument centered on whether to reduce the appropriation for maintaining the Police Department's mounted patrol in Golden Gate Park. At last, Supervisor Gallagher arose and in all seriousness stated: "Gentlemen, I make a motion we cut the horses in half."

They are still chuckling around City Hall over the strange lesson in natural history to which the loquacious Mr. Uhl treated his fellow-supervisors when he told them that their delay in settling the Rapid Transit question reminded him of "Watching water run off a duck's back—it goes in one ear and comes out the other."

When an indignant citizen from the audience charged, "How can you fellows be so cock-sure of what you're saying?" McSheehy, in outrage, pointed his finger at the speaker and retorted: "You, sir, you can't use language like that before this board."

One supervisor referred to McSheehy as "the incumbent supervisor." McSheehy came back with righteous indignation: "I may have been ill, gentlemen, and unable to attend meetings, but no one has the right to say I've been incumbent."

Supervisor Alfred Roncovieri caused raised eyebrows from the press table to the spectator's gallery the time he calmly asserted that "The increase of a reduction is very important." On another occasion he said: "This thing has gone up and up—and it's not on the up and up now I'm going to give you the berries in the coconut."

The seriousness with which many observations were made was never better exemplified than when Supervisor John Ratto moved "that we defray action."

Then there was the time Supervisor McSheehy, after an interruption by Supervisor Arthur M. Brown, angrily declared: "I am going to continue, and when I am finished, you can interrupt me."

(To be concluded in the next issue)

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at the Curran Theatre is a most exhilarating presentation which reaches a grand climax in the excitement and plaudits of a Democratic Convention in which the crippled Franklin Delano Roosevelt triumphs over his infirmity and makes the nomination speech for Al Smith.

Ralph Bellamy as Roosevelt is a master of subtle suggestion who brings to life the bearing and mannerisms of the hero of Dore Schary's play—his laughter, his

dominating personality, quick changes of mood, political shrewdness, and the deep under-current of courage which enabled him to attain the Presidency.

The supporting cast is admirable, particularly Michaele Myers as Eleanor Roosevelt, Russell Collins as Louis Howe, and Alabunce as Governor Al Smith. Ann Shoemaker has the difficult task of playing Mrs. Sara Delano Roosevelt whom Schary portrays more as a character from melodrama than a real human being

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Even Falla appears in this vivid and racy re-construction of the Roosevelt family life, which leaves a lasting impression of gay valour in adversity.

FOLLOWING upon Hal Holbrook's rare recreation of Mark Twain at the Geary Theatre comes a week's engagement, opening on November 30, of Katherine Cornell and Brian Aherne in the witty play "Dear Liar," adapted for the stage from the intimate letters of Mrs. Patrick Campbell and Bernard Shaw. At the same theater on December 8, Joan Fontaine opens in the play "Hilary," and here on December 21 comes William Inge's "The Dark at the Top of the Stairs" starring Joan Blondell.

A THREE-Week engagement of the Lunts is scheduled at the Curran Theatre, December 7 through 26. The play in which they will appear is "The Visit," by Swiss dramatist Friedrich Dürrenmatt. Lynn Fontanne portrays a moneyed and much-married woman who returns to her native town to seek justice for a wrong suffered in her youth. Alfred Lunt as a respectable shopkeeper becomes the scapegoat of the community's corruption and greed. "The Visit" marks the twenty-eighth appearance of the Lunts in distinguished personal and artistic joint career studded with critical and popular acclaim.

THE 1959-1960 season of the San Francisco Symphony is slated to start December 2, 3 and 4, and will consist of 24 concert weeks, two weeks longer than usual. High on the season's list of exciting events is the return of Pierre Monteux for two weeks in January. Other distinguished guest conductors will be Sir Thomas Beecham and Georg Solti.

Books by Three Bay Area Authors

GEMINI
By William Kelley
Doubleday, \$4.95

The author here is "on an engagement most difficult" for a young writer. He endeavors to explore the field of tension between a young man's sensual desires and his yearning for the spiritual life. The lusty young man is real enough. The seminarian gets lost at intervals in immature philosophizing. As the reader ceases to care about the hero Bascomb McGoslin, he does however gain interest in

the author William Kelley. For here is an intelligent and imaginative writer. His sentences are wrought with craftsmanship. His descriptive powers are sensitive and trenchant. His feelings for sky and ocean, for wind and weather, and his reactions to physical surroundings, including curious buildings, are poetically written down, and startle and excite the reader.

In one passage describing Palm Sunday, Bascomb McGoslin is movingly restored to life with a magnificent dash of Celtic poetry. The reader drives on to the end more happily. He closes the book looking forward with interest and curiosity to see how Mr. Kelley's talent will develop in later work.

FAMILY GATHERING
By Kathleen Norris
Doubleday, \$4.50

A long life with many heights scaled, valleys explored and horizons scanned has given Kathleen Norris a fine family, an abundance of friendship, a flock of memories, an enduring sprightliness and a deep content, the tale of which is all told in "Family Gathering."

Family loyalties and affection, together with the writer's unbounded curiosity and love of printer's ink have given Mrs. Norris a wonderfully dynamic attack on life.

Her childhood and marriage are lit with robust happiness. Incidents of deep tragedy are recalled tenderly and philosophically. The reader catches some of her vigor, compassion and exhilaration, and is delighted to sojourn in Mrs. Norris's world from the moment the book opens in the bank manager's house in Mill Valley until it closes at six o'clock on a December afternoon in Mrs. Norris's San Francisco apartment.

GUSTY'S CHILD
By Alice Tisdale Hobart
Longman's, \$5.00

This is a more introspective autobiography than that of Mrs. Norris.

Sensitive to beauty, lured by the promise of new and varied experiences, and fundamentally of very determined disposition, Gusty's child had many moments of difficulty and self doubt.

We follow her through a Puritan childhood, a marriage in China and California, through World War II when her husband is in India and she in Mexico, finally to land with pleasure in her Eden of quiet happiness, the home that looks across the Bay to San Francisco.

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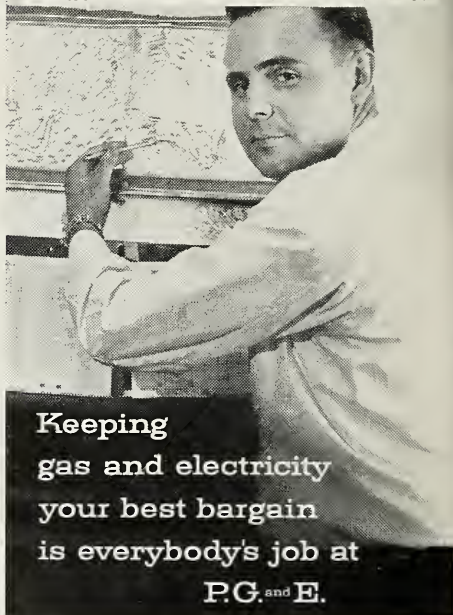
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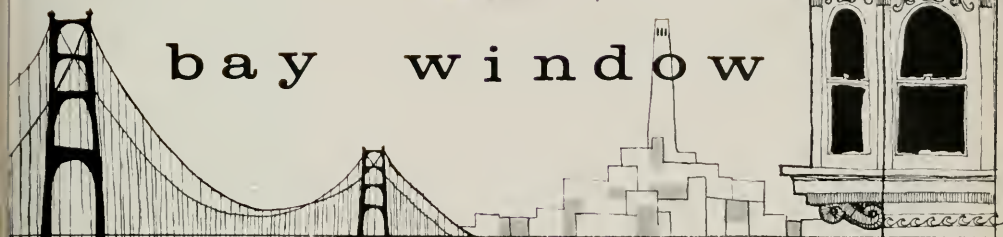
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bay window



HAPPY NEW YEAR: Rain in wonderful, reservoir-filling quantities, streaking happy pattern across the Bay Window, causing grins of relief on such water-conscious faces as Jim Turner and Harry Lloyd, hose two doughty engineer-guardians of San Francisco's water system . . . that was the end-of-the-year and the start-of-a-new-one lift to a city that was on the threshold of erious worry.

And while the streets glistened with a new, clean look, City Hall settled down to the crious business of setting the stage for 1960, ast lap of a momentous decade.

One of the first props hauled to center stage was the creation of George Grubb and his merry gremlins of Civil Service—the annual salary recommendations for all city employees, this time boasting a new look in the form of a uniform “compensation schedule plan” designed to make sense in an area that has been notorious for willy-nillness in the past.

The attempt, as the still-new Civil Service chief points out, is “to reduce the number of salary ranges now in effect and to establish an orderly progression of salary steps.” This approach to the massive, mystifying muddle of salary standardization is certainly fresh and probably as objective as it could be. But the rafters are already ringing with more yowls of anguish than paeans of praise. A very normal situation.

OPENING LINES: Always an arena that has never been without a full quota of silver-toothed oratory, City Hall was somewhat bemused by the opening statement of the new President of the Board of Supervisors, comfortable, neighborly, short-statured but stocky Dr. Charles A. Ertola:

“I’m going to be the most inarticulate president the Board ever had!”

Despite the shock value of such an opening, our own opinion is that it would be grossly unfair to hold the new little president to a promise he can’t possibly keep. For, although admittedly not a master of the flourishing phrase, he has never had trouble in making himself understood.

Dentist-President Ertola is no neophyte to the tricky art of gavel-wielding, having led most of the North Beach organizations at one time or another, nor to practical politics,

the voters having proved his political potency when they shoved him to the top of the Supervisors’ totem pole. And this latter feat was accomplished via the grass-roots route with something short of unanimous support by the city’s press.

An important behind-the-scenes bolstering element for Ertola is soft-spoken, perspicacious Bob Dolan, Clerk of the Board. Peerless in his job’s important business of back-grounding and guiding, admirably equipped with a pleasant personality, a sage approach to problems, years of experience with the late Old Master Jack McGrath, Dolan plays a vital—if, unusually, anonymous—role indeed.

RUSSIAN SAFARI: While the new Board President was threatening in articulation, across from the Supervisors’ handsome chambers George Christopher—anything but inarticulate—was assuring a close-packed well-wishing crowd of commissioners and city officials that he planned the most vigorous term a lame duck Mayor ever had.

At the same time he is preparing for an event with both international and national overtones—his February trip to Russia as the guest of that great lover of San Francisco, Mr. K. In addition to the Mayor and his charming Tula, fellow-travelers include glib-tongued, hard-working Joe Allen, Executive Secretary and inside boss of the frenetically operated Mayor’s office, and the reportorial corps from the City Hall’s second floor Press Room.

One of the most fantastic breaks in Press Room history, prospects of the safari into deepest Russia, have sent *The News-Call Bulletin’s* Jim Leonard, *The Examiner’s* Russ Cone and *The Chronicle’s* Mel Wax into a frenzied checking over of their portable typewriters and dry-running of the vodka gambit.

The only member who will be left behind is *The News-Call Bulletin’s* Dick Chase, and that’s by choice. Dean of the Press Room, former Press Club president, gin-rummy champion Chase doesn’t like air travel.

In the case of Wax the break is even more than fantastic. He has been on the beat less than half a year, having substituted for the *Chronicle’s* veteran City Hall reporter Jack

Burby last September when Burby took a leave of absence to go to Harvard for a year as a Nieman Fellow.

PRESS GALLERY: The heavily column-ridden daily papers of San Francisco prepared for yet another. Art Hoppe, adept at playing the typewriter in a particularly light key, starts a new *Chronicle* five-day-a-week piece January 24. With the title indicating a certain amount of pre-conception, “Hoppe in Wonderland” will take Arthur through the looking glass and into the never-never land of government, both in San Francisco and Sacramento.

Several changes of interest in the field of municipal public relations have been effected in the Public Utilities family. Ben Gaines, former staffer of the former S. F. News placed No. 1 in a Civil Service examination ahead of several other former fellow News men, was assigned to the Municipal Railway. Bob Rockwell went from the Muni to the public relations position at International Air port a drastic switch, it strikes us, from Charlie Miller’s Muni surface transit to Belton Brown’s jetting, run-away air transit operation.

QUESTION TIME: And, as is usual normal and proper, the new year has been accompanied by questions, some geared to answers that may be supplied anytime others to answers two and four years hence.

Questions like “Will the Governor name Tom Lynch Attorney General after elevating Stanley Mosk to the State Supreme Court so that the Mayor can name Al Zirpoli City Attorney?” indicate the kind of political musical chairs the seers and pundits enjoy playing.

Or, “Will Al Zirpoli . . .” the second time this popular Supervisor’s name is a question-subject? . . . run as a Democratic candidate against Republican Congressman (4th District) Bill Mailliard?”

Or, “Will Charlie Ertola have a go against Assessor Russ Wolden next year?”

Or, “Are Supervisors John Jay Ferdon and J. Jos. Sullivan both thinking of running for City Attorney when Dion Holm retires next year?” And, “If so, does that mean that both or one of them would op-

(Continued on Page 5)

Bay Area Notabilities

THE MAN to whom we give our first salute for outstanding performance in 1959 was elected last November for a second term of office as Mayor of San Francisco with a record majority, and broke into international headlines through acting as host to Nikita Khrushchev with a singular combination of toughness and aptitude which won the goodwill of as stormy a visitor as this city has seen.

He also brought to a close his first four years of office with an impressive credit of good things achieved for the city—which range from bringing the Giants, to a vigorous renewal of the police department, and the inaugurating of an annual Pacific Festival.

George Christopher, born in Greece, came to America at the age of two. His boyhood years were spent South of Market, where he was captain of the baseball team at Lincoln Grammar School on Fourth and Harrison, and star of the soccer team that won the South Side City Championship.

The future Mayor was one of four boys who sat in a row. The other three were Jack Rosenbaum, a star columnist of the *News-Call Bulletin*, William Tobin, who now writes the letters "S.J." after his name, and has served a distinguished term as Rector of U.S.F., and a boy who ended his career by being executed as a murderer at San Quentin in 1929. This diversity of lives illustrates the nature of a rugged environment just off Skid Row which pushed a person up or down, depending upon his own resources of character.

George Christopher was a boy of spirit who had various uncomfortable interviews with the stern principal, Miss Watson—once for hitting a baseball across the street

that went through a store window, and another time for dipping a girl's pigtail into an ink well. He might have gone on to be a national figure in the world of sport, for he had the physique and temperament, but instead he went to night school and moved with remarkable industry and application from accountancy into business and politics.

Now the boy who had to fight for an education is Mayor of a great city, and a figure to reckon with in the nation, who overnight, when he presented a gavel, which is the symbol of democracy, to Nikita Khrushchev, stepped into the spotlight of the world.

The circumstances of George Christopher's encounter with Khrushchev reveal sharply the qualities of independence, toughness, and belief in American democratic tradition which emerged from earlier years. The Mayor wrote his now famous Khrushchev speech on a yellow pad on journeys between home and City Hall. He gave his draft to a speech writer to work over. The writer came up with a different speech, which Christopher rejected, deciding to revert to the original.

The origin of the idea of presenting Mr. K. with a gavel goes back to the induction of a president of a Civic Improvement Club. The Mayor, two months later, decided to make a similar gift to the head of the Soviet Union, who had already presented President Eisenhower with a Russian Sputnik.

On his way up to San Francisco Khrushchev, angered and nettled, was looking for an excuse to clear out of the country before the scheduled end of his program. It was in this mood that he met the Mayor. Never before has a city head received such a volume of correspondence from all parts of the world as did George Christopher on the role which



George and Tula Christopher on polling day November, 1959

Courtesy News-Call Bulletin

he played in those few crucial hours. When Khrushchev's invitation he goes to Russia in February, he will have the status of an official ambassador, reflecting glory upon the city of which he is first citizen.

Of the twenty top performers whom we associate with Mayor Christopher, two are women: Clarissa McMahon, chairman of the Finance Committee of the Board of Supervisors, who was elected for a second term a Supervisor in November, 1959—the first woman to be elected for two terms to this office; and Lucine Amara, who went to school in San Francisco, and graduated from the chorus of the S. F. Opera to achieving in 1951 both her debut as a star in our opera season and the fulfillment of a life-long ambition—to sing the role of Aida at the New York Metropolitan.

Dr. Charles Ertola came spectacularly head of the poll in the election for new Supervisors and has been unanimously chosen by his fellow Board members to lead them as President of the Board of Supervisors during 1960.

Dr. Glenn T. Seaborg, Chancellor of the University of California in Berkeley, received

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San Francisco and the Bay Area

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he Enrico Fermi Award for 1959 in recognition of his outstanding work in the field of nuclear chemistry, including the discovery of plutonium and other transplutonium elements, and for his leadership in educational affairs. He was also made a Fellow of the New York Academy of Sciences.

Designer Don G. Clever whose assignments range from color engineering for industrial plants, religious and commercial mosaics, to complete structural jobs for hotels and casinos, created Storyland, a new thrilling playground for San Francisco children, which covers nearly three acres of leashhacker Zoo.

Architects Robert Anshen and Stephen Allen, internationally known for their monumental design of the Chapel of the Holy Cross at Sedona, above the Verde River Valley in Arizona, last year enriched the Bay Area in a diversity of ways, including the new American President Lines building in San Francisco, which employs an entirely new concept of utilizing air space over neighboring properties, parking structures and a College of Chemistry for the University of California in Berkeley, and the World Trade Club in San Francisco.

Among business men who have shown imagination and originality from which the community benefits, we name Walter Johnson who gave the city two million dollars to restore the Palace of Fine Arts in the Marina, to whose generosity the people responded by passing Proposition C in November.

Also to be commended for giving their backing to experimental and refreshing departures from architectural tradition are George Killion, president of A.P.L. for the new building at the corner of California and Kearny Streets, J. D. Zellerbach for the Crown-Zellerbach building, and Harris Kirk, Chairman of the Board and Chief Executive Officer of the American Trust Company for the new glass-walled "bank in the round" at the Market-Sansome corner of Crown-Zellerbach Plaza.

Dan London, manager of the Saint Francis Hotel, was elected President of the S. F. Chamber of Commerce for 1960, and Sherman Duckel climaxed an outstanding career by his appointment as Chief Administrative Officer in City Hall.

Armond de Martini, active in community affairs, especially in North Beach, is the Principal of Marina Junior High School who as President of the Italian Federation of California, and of the North Beach Lions Club,

has notably combined the role of educator and civic leader.

Adolph Schuman, Chairman of the World Trade Center Authority which last year was awarded the Diploma of Prestige of France for its services on behalf of French-American Trade was commended on June 8, 1959 by the Board of Supervisors for a "splendid record of progress in contributing to the advancement of the Port of San Francisco."

Harry A. Lee, manager of the P.G.&E. S. F. Division, has contributed to community welfare through service on the National Safety Council and the Convention and Visitors Bureau, and was chairman of the campaign committee which successfully won the support of the people for a \$7.5 million bond issue to improve the Civic Auditorium.

John M. Peirce, General Manager of the S. F. Bay Area Rapid Transit District, has in his first year of office, through energetic surveys and skilled education of the public, awakened both people and civic leaders to the congestion crisis we are fast approaching, and made a promising start towards getting action.

James McCarthy, Director of City Planning, has seen his guiding efforts crowned in the approval by the Board of Supervisors of the first complete revised Building Code. The Columbus Civic Club presented him with its annual Columbus Award for outstanding service to San Francisco.

Don Fazackerley, President of the Public Utilities Commission, gave further proof of his exceptional drive and administrative ability through a year of unparalleled growth (revenues up, new Airport and Muni passenger records, and the acquisition of former State Controller Robert C. Kirkwood as Utilities Manager).

Albert Schlesinger, Chairman of the Parking Authority, has developed a program for much-needed downtown garages.

Bay Window

(Continued from Page 3)

pose Utilities Legal Counsel Tom O'Connor, who, according to his conferees of the City Attorney's office, is Heir Apparent?"

And there's always, "Is there anyone else in the field for Mayor except State Senator Gene McAteer?"

FATHERS AND SONS: While still generally in the realm of office-holding, Undersheriff John Figueo seems to be acquiring a dynastic monopoly in the Italian com-

munity. He's president of the Italian Family Club, Sons of Italy, Italian Hospital Benevolent Association, while son John Jr., in the travel agency business, is president of North Beach Merchants and has just been elected president of this year's Columbus Day Celebration Committee.

One of the most interesting San Francisco elections held in recent years, however, took place a week ago when Ronald Stratten was elected student body president at Lowell High School, academic holdout-stronghold of the city's public school system. What made it interesting? Ronald, 17-year-old son of Booker T. Washington Center Director James E. Stratten, is the first Negro to hold that office.

Some years ago—well, years and years ago, to be most accurate Armond DeMartini, now principal of Marina Junior High, remembers another election at Lowell High when he won the editorship of the school paper, nosing out a kid named Dean Jennings. Jennings, now an author and magazine writer of national stature, has a son, Dorn, who is a student at DeMartini's Marina Junior High, where he edits the school paper, Penguin Progress. It's justice, sort of, come full cycle.

Off the Record



"O.K. boys, let's get out there and fight!"

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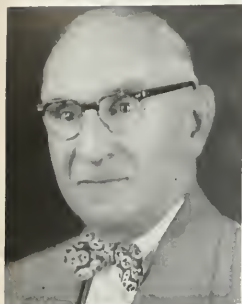
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TOP PERFORMERS OF 1959



CHARLES A. ERTOLA

New President, Board of Supervisors, piled vote on vote, came top of poll.



SHERMAN P. DUCKEL

At top of S.F.'s civil service ladder as new Chief Administrative Officer.



LUCINE AMARA

S.F.'s lyrical mezzo, after debut as Aida here, repeated triumph NY's Met.



HARRY A. LEE

S.F.'s manager for PG&E, piloted \$7 1/2 million Civic Auditorium bond issue.



WALTER S. JOHNSON

Donor of \$2 million to restore Palace of Fine Arts, new art museum trustee.



DAN E. LONDON

Genial host to foreign trade officials, now Pres., S.F. Chamber of Commerce.



GLENN T. SEABORG

UC Berkeley Chancellor winner of many prizes, notably the Enrico Fermi award.



DON CLEVER

Nationally-known designer, whose new "Storyland" is paradise for children.



GEORGE KILLION

President of American President Lines, plans imposing modern office building.



ROBERT ANSHEN

Principal members of the firm of Anshen and Allen, Architects, a firm with imaginative flair responsible for the new American President Lines building.



WM. STEPHEN ALLEN



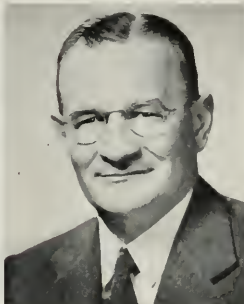
ADOLPH P. SCHUMAN

Commended on behalf of World Trade Center services to French-Amer. trade.



J. D. ZELLERBACH

Chairman, Board of Crown Zellerbach, whose bold new building enhances S.F.



HARRIS C. KIRK

Board Chrmn. Amer. Trust Co., whose new "bank in the round" is unique.



CLARISSA S. McMAHON

Able attorney and city's only woman supervisor elected for a second term.



DON FAZACKERLEY

President, Public Utilities Commission, and active, public-spirited citizen.



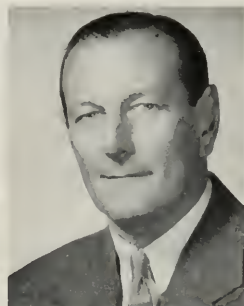
ARMOND DE MARTINI

Understanding J. High principal, who fosters goodwill in S.F.'s North Beach.



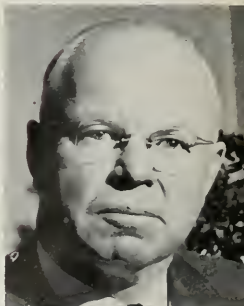
JAMES R. MCCARTHY

Director of Planning, who has guided to completion revised Building Code.



ALBERT E. SCHLESINGER

Dynamic chairman who has increased city parking facilities and revenue.



JOHN M. PEIRCE

General Manager for Rapid Transit has instituted more extensive surveys.

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MORE CITY HALL HUMOR

by Virgil Elliott

In this second article on the most oft quoted remarks—sage and otherwise—of former members of the San Francisco Board of Supervisors, it behooves us to concentrate on the "King of the Mixed Metaphor," the late Supervisor Jas. McSheehy.

But first, let us record for posterity these two comments passed on to us by a first hand observer.

Many years ago, during the annual budget review, the Supervisors were discussing whether to approve a request to purchase six gondolas for Stow Lake in Golden Gate Park. The word exchange became quite heated. Finally Supervisor Con Deasy proposed buying only a pair and "then let nature take its course."

On another occasion, when salary raises were up for discussion, Supervisor Walter Schmidt declared: "I'm not for those pen pushers. I'm for the guys who work with their hands—not their heads."

Following is a collection of more notable "quotes" from that great champion, McSheehy:

These people are in loggerheads together.

The government has pruned every man and woman on the list. This defecation of character must cease.

Since the beginning of this discussion we have had three movements in this Chamber.

I am the presiding officer of this deliberate body.

Don't think I won't rule on this, because I won't.

Let us call a shovel a shovel—no matter who we hit.

I am going to make a motion which I am not going to make.

Let us all get in a hurdle together.

I am going to have my legal attorney there.

I am a candidate for Mayor—but I haven't yet decided whether to run.

The boys are indulging in a little repertoire.

Mr. Chairman, revenue fathers, and friends

We don't want to have Van Ness Avenue used for an artillery.

They don't need that much money for the next physical year.

Ladies, I have here some figures which you can carry in your heads, which I know are concrete.

Where are we going to get the money to bury the indignant dead?

You can't go out and rebuttal the opinion of an engineer unless you hire another engineer.

It's just a matter of time until the whole city is traversed by one man.

Now my friends—at least members of this board.

You're trying to becloud the issue. If you want to include all buses in a two-man operator provision, don't do it with a cloud.

If any one wants to condone themselves, why do so?

Mr. President when I first knew you, you were an amateur actor—now you are a professional.

Gentlemen, this comes within a few cents of being a vast and fabulous sum.

You can't straddle the fence and still keep your ear to the ground.

Yes, I agree that it is all water over a wheel, but now it's coming back to haunt us.

You good people should not make all this pantomime and tumult.

I'll waiver that point. I might tread for a moment on

another amendment I have prepared before voting on the first one.

The company won't say they're not going to carry through this busless trolley service.

You shouldn't run counter act to this.

Call it 49 or call it 50. There's only ten of a difference.

The company has done certain fiscal work on its properties.

You can't condone your vote behind the skirts of a federal judge or behind the skirts of the amendment.

Don't sarcasm!

The purpose of this legislation is to keep the unemployed employed.

This is crouched in language which is perfectly oblivious.

She lives in a penthouse in a basement.

This is merely a coagulation of figures.

Gentlemen, you are putting the horse before the cart.

If there is anything behind this that your humble servant can undercover, I'm going to undercover it.

I try to organize my mind in order to destroy it.

They quietly seeketh where no man findeth.

This has all the earmarks of an eyesore.



Colorful James Ralph Jr.,
27th Mayor of S.F. (1912-1931)



Supervisor Dan Gallagher
was never at a loss for words.

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and Winton, 65 Berry St.
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EXPANDING METROPOLIS

THE SAN FRANCISCO BAY AREA, A METROPOLIS IN PERSPECTIVE

by Mel Scott
University of California Press,
\$12.50

This is a comprehensive study of the Bay Area from the time long ago in geological history—probably about twenty-five thousand years—when the San Francisco Bay Area was a coastal valley and the waters of the Pacific Ocean were held outside what is now the Golden Gate.



Author Mel Scott

Mel Scott, a lecturer in City Planning at the University of California and Head of the City and Regional Planning Department of University Extension, is concerned to make clear that what is now known as the Bay Area is essentially a single metropolis. He gives the story of man in this area, beginning with the Indians and describing the various explorers who pioneered the area for the white man.

There is a colorful account of the commercial enterprise and rivalry which resulted in the growth of the City of San Francisco in the nineteenth century, up to the disaster of the earthquake and fire. The history of 1906 is set fairly in perspective. There is an excellent account of the Burnham Plan for transforming the City of San Francisco into a well-designed, beautiful metropolis with its supporters and antagonists counted and assessed.

We are given an interesting account of the progress of Oakland from small beginnings overshadowed by the city across the bay to its present position. The fights for open spaces, green oases in the mass of brick and concrete, and the fights to build cities of dignity and elegance are detailed for all to read. The more altruistic and idealistic city fathers, sometimes sensibly corrected, sometimes stupidly overruled, by their more practical dollar-minded colleagues, are set forth so that the contemporary citizen can get some real insight into what city planning really involves and can achieve that is of benefit to a modern city.

The history of the two great bridges is told against the background of the troubled political times in which it has been forged. The reader is made to feel the real pressure of expansion which has borne down upon the Bay Area during the war and after. He arrives at the last chapter of the book, entitled "The Regional Metropolis" with a clear estimate of its contemporary problems in the area of planning. He has also gained insight into the history and development of the Bay Area from early geological time before it was a bay at all, through the period when Indians roamed at will, and through its further development as part of contemporary America.

The book makes it clear that it is possible to have a cohesive community with fine commercial and industrial outlets and also living conditions satisfying to contemporary needs and wishes. It makes a splendid plea to all civic minded citizens to unite in far-sighted action to develop the area to its full usefulness without destroying the unique charm of its hill-studded countryside, which has endeared the area to both inhabitants and visitors ever since its earliest days.

The photographs and other illustrations which lavishly adorn the text are extremely well-chosen. They include characteristic portraits of the dramatist personae in Bay Area history, enlightening maps and plans, and a wealth of photographs of past and present features of all the Bay Area communities. — J. R.

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Mrs. John J. Murray Combines Mary's Serenity with Martha's Busy Life

by Jane Rawson



MRS. JOHN J. MURRAY is one of the Bay Area's unique personalities. Her parents were born in Ireland, settled first in Nyack, New York, later coming West. Margaret, their daughter, was born in San Francisco. Her Irish characteristics include the smiling, clear, very pale gray eyes, for which Irish colleens are famous, and a lilting voice which speaks fondly of "Oireland," a country she loves and has visited.

Mrs. Murray is kindness in action, always "on the go." Yet there is never frantic hurrying. She is the most amazing pattern of grace, charm and elegance.

This is largely due to the fact that she has an unwavering center in her home, which reflects her personality.

The sitting room in the house has one archway opening on to the hall, and another to the dining room. To enter the sitting room through either archway necessitates your stepping down a couple of steps. This gives a welcoming feel of coziness, and the narrow, pointed archways held up by spirally decorated pillars give a faint suggestion of the quiet of a medieval cloister.

The house furnishings have a delicate beauty, expressed in soft satin brocades, pale flowers on a carpet, and a soft glow of gilded wood.

There is a family dining room in which hangs a picture of a delightful French family greatly enjoying a gay alfresco lunch. The family motif is further developed in a charming French mother and child on a sitting room wall, and an Italian Madonna.

The garden of Mrs. Murray's house has been made somewhat smaller in front by new roadmaking, but it is still enhanced by an appealing St. Francis watching

faithfully beside a small pool, a Della Robbia plaque, and a model of an Irish castle—a gift to the late Mr. Murray. Mrs. Murray has travelled extensively and collected personal and beloved treasures, Royal Doulton figures, a Meissen candelabrum, a piece of Belek china—a beautiful piece with field flowers including a bluebell and figurines from different countries. A rather raffish pair of Hummell angels, one with a violin, one with a candle, from Switzerland, form a happy trio with a Christ-child from Germany.

Mrs. Murray, however, has seven children, and pride of place in her treasure trove goes to the portraits of two handsome sons, Father Francis Murray of the Church of Saint Vincent de Paul, and Father James Murray, Secretary for the Most Reverend the Archbishop for Charities, and a painting by another son depicting the old Mission Dolores.

There are also sixteen grandchildren to render the quiet of the house a somewhat temporary feature.

From this warmly personalized center, Mrs. Murray sets forth on her many activities. As a tribute to her civic interests, she has been elected to serve a second term as President of the Women's Chamber of Commerce. She is a Commissioner for Public Welfare for the City and County of San Francisco. Her educational interests are wide and include St. Mary's College and the University of San Francisco. She is a member of the Archdiocesan Board of Catholic Charities, the Catholic Ladies' Aid, the committee of the Turrisburne, the proposed residence for Catholic women which is soon to be built.

Like so many responsible, civic-minded citizens, Mrs. Murray is gravely concerned with problems of

young delinquents, while another interest close to her heart is senior centers and activities to ensure the happiness of older citizens and to diminish the problems that may accompany growing old.

In 1953, the State honored Mrs. Murray by electing her Californian Mother of the Year. In 1954 she was elected Catholic Mother of the United States and Military Mother of the United States.

Mrs. Murray is the lucky possessor of that great gift which seems to fall more commonly to those of Irish descent than to

other races, namely, lightness of heart. She has a springiness of footstep and a lilting gaiety, which recall the lines written by an Irishman, W. B. Yeats, who understood these things:

"For the good are always merry,

Save by an evil chance,
And the merry love the fiddle,
And the merry love to dance."

If life were suddenly breathed into the little porcelain angel with the violin, he would no doubt play something for the gay-hearted Mrs. Murray to dance to.

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PEOPLE AND PROGRESS

COURT APPOINTMENTS

During 1959 there were changes and re-elections in the judiciary. Superior Judge William T. Sweet received a Federal judge appointment. San Francisco attorney Norman Elkington, as reported in the November issue, was appointed to the Superior Court and also Municipal Judge Charles Peery.

Judge Charles S. Peery, appointed to the Municipal Court by former Governor Earl Warren in 1949, was appointed to the Superior Court in December, 1959.

A native San Franciscan and a graduate of California and of the Hastings Law School, he served under Edmund G. Brown for three years when the Governor was the District Attorney in San Francisco.

Since his appointment to the Municipal Court, Judge Peery has served on a number of committees at the Conference of Judges and has served in a pro tem capacity in the Superior Court.

He fills the vacancy created by the elevation of Municipal Judge Charles Peery to the Superior Court.

Linn, a Democrat, was first brought into the Attorney General's office from private practice in San Francisco in 1943 by then Attorney General Robert W. Kenny.

He is one of the best known prosecutors in the State, having handled the Bay Meadows charity fraud case, the successful actions against Confidential and Whisper magazines, and the appellate procedures in the Caryl Chessman case.

Earlier he was in charge of much of the important litigation in the unemployment compensation and social welfare benefit fields.

Andrew J. Eyman has had a varied and exciting background. He is a graduate of San Francisco Law School, was assistant District Attorney when Governor Edmund Brown was District Attorney. He

combines a notably able legal mind with a profound understanding of people.

In the November elections, Municipal Judges Eyron Arnold, John W. Bussey, Francis McCarty and Edward O'Day were all reelected.



Superior Judge Charles Peery

Early in 1959 Municipal Judge Alvin E. Weinberger was appointed by Governor Brown to the Superior Court. Judge Weinberger is a graduate of the University of California (Boalt Hall) and was elected in 1949 and 1956 to the Municipal Court.

New Municipal Judges Clarence Linn and Andrew J. Eyman were appointed.

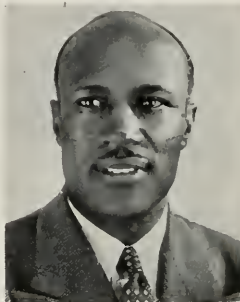
Assistant Attorney-General Clarence Linn, who was chief of the criminal section when Brown was Attorney General, has been appointed to the Municipal Court.



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BUSINESS LEADERS SPEAK

S. Clark Beise, in a statement at the opening of the new decade of the sixties included the following observations: California businessmen are confident of another banner year in 1960.

Their optimism was voiced in a statewide poll conducted recently by managers of Bank of America's more than 600 branches throughout the state.

"Spokesmen for business, industry and agriculture, while soberly appraising the local and national impact of possible economic problems, look forward to a sound solution of these problems and a continued period of productive activity," Bank of America President S. Clark Beise said in releasing results of the poll.

Major areas of caution were in labor-management relations problems current in the steel and railroad industries and water supply conditions in California. Farmers expressed most concern over the latter condition being strongly influenced by the driest autumn the state has experienced in many decades.

Uniformly optimistic are California retailers who report consumers to be in the most buoyant



S. Clark Beise

mood in many years. Automobile dealers expect sales to be up substantially and report unusually high public acceptance of new models. Appliance and furniture dealers, who enjoyed a sharply increased year in 1959, predict continued gains in 1960 although less spectacular because of anticipated lower residential construction activity.

While sales will be up most retailers look ahead to a period of intense competition which will tend to keep a tight rein on profit margins.

Manufacturing firms view the coming year with mixed expecta-

tions. Total spending by the Federal government on defense is expected to increase although further expansion in the missile and electronic field is anticipated greater emphasis is placed on more advanced weapons.

Lumber is expected to face some retrenchment from the high 1959 level and the oil industry anticipates some problems.

On the agricultural front it is anticipated 1960 will be a repeat of 1959 as this sector of the economy takes advantage of a strong dairy activity, good crop production and an expanding crop market.

Tourist travel and recreation will continue to be a high point in the state's activity with a special assist this year from the Winter Olympic Games in Squaw Valley.

Speaking on "World Peace Through World Trade," at the Golden Gate World Trade Week Luncheon, T. S. Petersen, President, Standard Oil Company of California, paid tribute to the generations of San Franciscans—past and present—who had the good sense, foresight and energy to build our port to what it is.

He then went on to add: "Trade and peace have a natural relationship. Over all the centuries since the first Phoenician traders, businessmen have been seeking after peaceful conditions in which their trade with other lands might prosper. Our generation is no different." He then pointed out that America will have to continue the leadership that history has imposed on her in capital exportation and that what is not accomplished through trade in this matter will have to be accomplished through aid.

He concluded: "Every responsible American who studies the crucial issue of developing the capacities of Free World peoples for economic self-realization comes also to this conclusion: That we should be bold, indeed much bolder than we have yet been, in venturing risk capital in foreign operations. This can be stimulated through appropriate Governmental encouragement, beyond that which has already been offered to private capital.

Nations which have learned most readily to accommodate themselves to the growing and changing economic needs of other nations have prospered thereby. The historic record of mankind shows this. Our own experience in the desperate effort of the last three decades to defeat totalitarianism



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T. S. Petersen

well be paraphrased, "Trade, and
let trade."

In fact all through the Bay
Area, civic leaders and business-
men have been emphasizing their
optimism about developments in
the ensuing decade, and facing the
crop of problems involved in our
swiftly changing world, for which
they offer their own solutions.

NAVY GIFT TO CHILDREN

The children of San Francisco
have become the recipients of a
"retired" Navy Fighter Cougar Jet
Plane, released to the City and
County of San Francisco by the
United States Navy, through the
office of Commander Rich, Assistant
Operation Officer of Moffett
Field.

The plane, formerly used for
photo reconnaissance, has made its
complex land trek from the air
field to the city by way of El Ca-
mina Real and Skyline Boulevards.

The G. W. Thomas Drayage and
Rigging Company most generously
hailed the 8,000 pound plane free
of charge, Gordon Oliver, Vice-
President of the Thomas Com-
pany arranging for a 40-foot flat
bed trailer to be used.

Frank Gyorgy, head of the Per-
mit Section of the California State
Division of Highways arranged for
the plane to leave after the peak
morning traffic has subsided. Po-
lice Chief Thomas Cahill arranged
with the Police Chiefs of nine pen-
insula cities to assist in the neces-
sary pilot escort. The temporary
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Papers on a "retired" Gougar jet, a present from Moffett Field to the child of San Francisco, are presented to Mr. Poul Moore, Executive Secretary of San Francisco Parks and Recreation Dept., by Capt. R. H. Dale, Commanding Officer of the Master Jet Air Station.

necessary as the tail assembly reached a height of 18 feet.

The plane is now undergoing alterations and when safely conditioned for children's play will be set up in what the Parks and Recreation Commission decide is the most satisfactory area.

SAN FRANCISCO AIRPORT

A \$5,473,463 budget request for fiscal year 1960-61 for San Francisco International Airport has been reviewed and tentatively approved by the Public Utilities Commission.

The proposed budget as submitted by Manager of Utilities Robert C. Kirkwood and Airport Manager Belford Brown is \$744,977 over the 1959-60 budget of \$4,728,486. But it anticipates revenues from operations will be \$5,730,930.

No funds will be required from tax sources, Don Fazackerley, President, Public Utilities Commission, pointed out, adding that 1960-61 will be the fourth consecutive year that the airport will be entirely self-supporting without tax subsidy.

Proposed expenditures include \$1,715,070 for bond interest redemption, the 1960-61 budget being \$601,614 lower than the \$2,319,684 budget for the current fiscal year for bond costs.

The budget includes a request for \$88,960 for 16 new employees — Assistant Superintendent of Operations, Accountant II, Assistant Supervisor of Services, Airport Attendants, 1 Communications Clerk, 1 Janitor, 3 Janitors, 1 Laborer, 1 Labor Foreman, Auto Mechanic and 2 Gardeners.



Artist's rendering of interior of South Terminal Building to be opened at San Francisco Airport in 1963.

Memo for Leisure

WEDNESDAY evening, January 27 marks the opening of "The Measure of His Company," at the early Theatre.

Written with the light-hearted approach that made Samuel Taylor's "Sabrina Fair" one of the major delights of the 1953-54 theatrical season, his new play presents Miss Skinner and Mr. Ritchard as a pair of sophisticated ex-warriors locked in combat over the future of their attractive daughter.

As Pogo Poole, a social celebrity and carefree globetrotter, Mr. Ritchard arrives unheralded at the San Francisco home of his former wife, now remarried to Jim Daugherty (Conrad Nagel). News of his daughter's wedding has brought him posthaste from a safari in Kenya. After fifteen neglectful years, Pogo, an aging romantic with burgeoning guilt and anxiety complexes, determines to balk the wedding and spirit his daughter away.

Miss Skinner portrays the wise and wily former wife who is too familiar with Pogo's professional harm to view his tardy interference with favor. Her father in the play, Leo G. Carroll, is a pro-Poole man as is his daughter, Jessica, depicted by Carolyn Groves. John Papier is seen as Jessica's harassed suitor, Roger Henderson, and Jerry Fujikawa displays oriental wisdom in the role of Toy, the houseboy.

"The Pleasure of His Company," staged by Mr. Ritchard. Donald Menslager designed and lighted its pulpit setting and Edith Head, of Academy Award fame, created the lavish costumes.

HOUSE OF FLOWERS" is presented by the Company of the Golden Hind in a pleasing new theatre on Pacific Street where the trip joints used to be. It is a pawdy, enchanting musical about life on an unspoiled island "five miles off the coast of Paradise" at Mardi Gras time. The cast does a splendid job of zestful dancing, singing, and acting to the music of Harold Arlen and the words of Truman Capote.

Lillian Wallock as Madame Fleur is saucy, luscious, and—in brief moments—tender. It is a tale of love frustrated and then miraculously fulfilled, and at the end everyone is raised to a pitch of happiness after crises which include a cockfight, a witch doctor's

ceremony, and a strike and walk-out on Madame Fleur by Pansy, Tulip, and Gladiola.

Performances are on Saturday and Sunday evenings.

"THE MOUSE THAT ROARED" at the Vogue Theatre is a witty film in color which hits the contemporary mood of international tension and fear of exploding bombs with refreshing hilarity. It is about a small kingdom in the heart of Europe which goes broke, and determines that the only way to get back on its feet economically is to go to war with the United States and be defeated, whereupon its Prime Minister foresees that the generous and forgiving Americans will pour in supplies and money.

The plan misfires slightly, in that the small kingdom wins the war by mistake, and carries home as tokens of victory a four star general, an atomic scientist with the bomb he had designed, and four New York policemen.

Letters

Thank you so much for the very flattering and kindly article in the November City-County Record. I was greatly honored to be named your Woman of the Month.

Clarissa S. McMahon
703 Market St.,
San Francisco 3

Some time ago I read a lot about the Cow Palace in the press and not one word about George Allen or Mr. Restani. I was a member of the California Agricultural District No. 1-A Livestock Exposition many years ago. And I know that George Allen was the sponsor of the Cow Palace. I know that George Allen as President of the Visitation Valley Improvement Association made that district what it is today and nobody else.

I was President of the Bernal Progressive Club Inc., for 39 years and worked with George Allen for the entire 39 years. A great American and a sincere friend, San Francisco suffered a great loss in his passing.

Please dig in your files and get the truth to the people of San Francisco and California on who started the Cow Palace.

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TREES FOR THE CITY

Dr. Charles A. Ertola, President, Board of Supervisors, with (from left) Robert Gardner and Geo. Lochtmann of Rossi's Market, and Richard and William Raffetto, adds a tree to North Beach.

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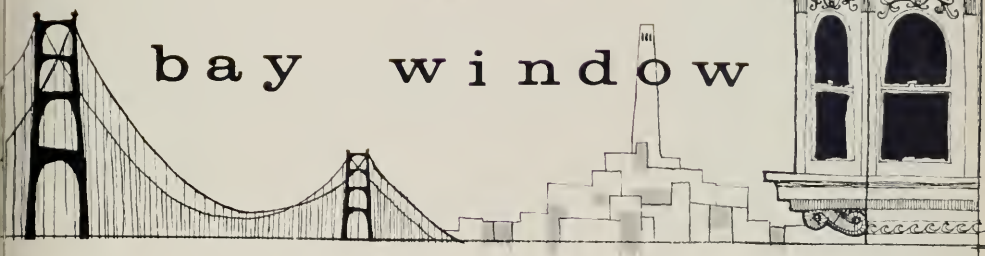
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PIGEONS VS. PEOPLE: If the pigeons of San Francisco don't act quickly and make public relations man like Harry Lerner, or Don Nicholson or Joe Azevedo, they very well find themselves exiled to some place like Oakland, victims of involuntary migration.

For the pigeon problem was pointed up in when the Supervisors appropriated funds to clean the library at Civic Center. Now \$21,500 is not a small amount to pay a cleaner, and Supervisor Clarissa McMahon, a well known pigeon hater who has also headed for business, wanted to know what about pigeon control.

Well, Sherman Duckel, the Chief Administrative Officer, who has had considerable experience with pigeons and is on record as being bitterly opposed to them, said that pigeon control is possible but that nothing could be done about seagulls since they are protected by the Federal Government.

To which nimble-minded, utterly fearless Supervisor John Jay Ferdon had a sweeping opinion: "We could mate them with pigeons; in they'd be ours."

This all points up pigeons, an increasingly important public relations problem posed by the city.

ONE IN THREE . . . A testimonial dinner that might well go down in political history — or even just history — as a testimonial dinner to end all testimonial dinners was given several weeks ago in honor of Charles W. Meyers, 19th District Assemblyman whose political roots were first sunk in San Francisco's good earth in 1948. During the ensuing years while the voters have been insistently returning him to Sacramento, Charlie has had a rare opportunity to perfect the art of the most fetching—and, look at the record, effective—handshakes in the business. You might call it an eagerness-plus-sincerity handshake.

Well, Charlie had better than 600 hands shake at his dinner which featured four separate and distinct and speech-accompanied presentations, innumerable encomiums, and testimony-mastering by State Senator Gene

McAtter who recalled the guest of honor's introduction of the most famous battle cry ever to ring through the hallowed halls of the State Legislature: "One in three shall be free!"

That was when Charlie fought—and won—his now historic battle to make at least one out of every three public toilets free.

BUDDE'S NEW MAN: The Budde neighborhood string of "Progress" papers have acquired a new look under the editorship of Joe (James J.) Packman, Boss Henry Budde probably feeling that anything that will help wipe the recollection of his paper's participation in last year's mayoralty campaign is Progress. Packman, onetime managing editor of the old Call-Bulletin, is Budde's third editor in six months.

Incidentally, the Budde papers—for years the undisputed monarch of the district "throw-away" field in San Francisco—are currently feeling the hot breath of competition from an increasingly fat little tabloid, the Jim McDougall-owned "Sunset News," which has been spilling well over its Sunset circulation area of late apparently as the strength of extra advertising supplied by merchants who have taken a walk away from Budde.

PITY POOR PRESS CLUB: Yes, the poor Press & Union League Club! First it lost Manager Ed Michaels to the new World Trade Club. Now it has lost Terry Frates to the same club, and this time the loss will quiver through its timbers for a long, sad time, for Terry—a warm, friendly lady, wife of the late Oakland newspaperman Walter Frates—resigns after 14 years of being house mother to the wide-ranging assortment of newsguys and hucksters who headquarter at 555 Post Street.

Meanwhile, down at the Airport . . . a television comic, name of Jack Paar, arrived and the NBC people proved in their masterful mishandling of the press that they, like pigeons, could use some public relations assistance . . . Vice President Nixon and cloth-

coated Pat arrived, en route to Squaw Valley and the Olympics . . . George Christopher, our Mayor, and Tula, his wife, plus party enplaned for reddest Russia . . . And Don Wiley, former Pan-Am PR — you're too late, pigeons and NBC! — took on the interesting job of explaining away the noise made by jet aircraft.

TWEEK THE LA NOSE: But the BIG Airport news was the announcement that Flying Tiger Lines was moving, lock, stock & barrel, up from Los Angeles. Since it is the world's first and largest air cargo carrier, the location at San Francisco of its major maintenance base and administrative headquarters means that Flying Tiger will bring more than 1200 employees and a comparably fat payroll to this area. More importantly, it means that San Francisco now has a sizable jump on other major airports in developing an "air Cargo City" at the Airport. The economic implications of such a development are vast: air freight is burgeoning; Flying Tiger has \$52,000,000 of new jet-prop air freighters on order.

Getting away from economic implications, however, the thing that appeals to us particularly is the Big Swipe from Los Angeles—a pleasurable tweaking of the LA civic nose, so to speak, akin in satisfaction to a 60-to-zero thumping of the Rams by the 49ers.

Bob Prescott, big, easy-going Flying Tiger boss, said it and the words are certainly sweet: "We had planned to move to Los Angeles International, but we never received such courteous and helpful treatment from any municipal officials as from those in San Francisco."

Prescott was referring to two San Franciscans in particular—Mayor George and politically potent, perspicacious Don Fazackerley of the Public Utilities Commission who had negotiated a come-to-San Francisco agreement with Flying Tiger in a series of cloak-&-dagger meetings, the first of which was actually held on enemy territory—in Los Angeles on New Year's Eve, when a persuasive tongue perhaps enjoys an extra hospitable hearing!



New face for Maiden Lane

SAN FRANCISCO is experiencing a revival of interest in planting more trees to beautify its streets—as most other cities have done—and local government officials are doing something about helping it along.

"In fact," points out Public Works Director Reuben H. Owens, "San Francisco has had a tree planning program for several years, but in recent months it has received a substantial boost through mounting pressure for more trees along our streets."

Owens, together with his staff and others, have ambitious plans for a five-year program that would turn Market Street into an attractive promenade for shoppers. Fisherman's Wharf would be lined with planter boxes. The main highways and streets would become tree-lined thoroughfares.

Last September the Public Work Department with the volunteer Street Tree Advisory Committee and the Chamber of Commerce joined forces to interest property owners and merchants in tree planting.

The venture has met with marked success. Some 600 trees have been planted throughout the city by individuals, neighborhood groups and businessmen's associations interested in beautification of their surroundings.

And under the guidance of Lawrence J. Archer, assistant director of Public Works, the five-year plan was drawn up by Bernard

M. Crotty, superintendent of the Bureau of Street Cleaning, and Brian Fewer, supervisor of the street tree division.

"San Francisco is one of the most beautiful cities in the world," Archer said. "But we have our less attractive spots. These we would like to improve so that we can have a continuity within the city."

The tree planting program, now beginning to catch public attention, was not always so successful. But as the people of San Francisco saw other cities with tree-lined streets, they began to realize that vast areas of asphalt and concrete could advantageously be beautified with trees.

Street tree planting formerly was under the jurisdiction of the Recreation and Park Department. But most of the department's budget was for park use. Some money was provided for street tree planting but nothing for maintenance.

It was decided that the job should be given to the Public Works Department because the gas tax refund money would provide for maintenance.

Last year the City of San Francisco received a \$2,459,945 gas tax refund. Under State law this may be used only for construction, maintenance and improvement of roadways with a few minor exceptions.

The County of San Francisco received \$2-

963,577 which can be used for off road work, such as lighting, clearing slides, signs and planting.

Of this \$5,423,522 total, only \$130,000 allocated for the maintenance of existing plantings. And Archer will seek only \$250,000 in the 1961-62 budget to begin his five-year project.

"Our people are very enthusiastic but don't want to get ahead of ourselves," Archer explained. "Once a tree is planted it must be cared for. Our only desire is for beauty. If we have no maintenance, we have no beauty."

Fewer has placed pilot plants in various sections of the city to test their adaptability to the climate. Part of his job is to advise individuals and groups which types of trees are suitable for the locality.

"The voluntary program by property owners, householders and merchants offers the best hope for city-wide beautification through planting," Archer said.

The individual's responsibility, however, does not end with the planting. He must agree when he obtains his free permit spray, prune and otherwise care for the tree.

The Department of Public Works, its advisory committee and the Chamber of Commerce believe that no other program will more to add beauty to the streets.

Tree Planting Program Will Beautify Streets

CITY-COUNTY RECORD

THE MAGAZINE
OF GOOD GOVERNMENT

San Francisco and the Bay Area

KENNETH H. ALLEN ... PUBLISHER
ALAN P. TORY ... EDITOR

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Progressive Public Works Director
Reuben H. Owens

New Parking Facilities

AN FRANCISCO'S third underground public parking garage has become a reality with the scheduled March 1 opening of the 1954 auto self-parking facility in the Civic Center Plaza. The St. Mary's Square garage was completed in 1954 and accommodates 828 autos, while the pioneering underground garage at Union Square, which has been in operation since 1942, provides parking for 1440 cars.

And just as workmen are finishing up work on the Civic Center Plaza facility, another subterranean garage is being planned for Portsmouth Square. This facility will have a capacity of 828 autos and plans include restoration of the surface of the historic square.

"It is interesting to note that all four facilities have these things in common: They are built under public parks, financed by private funds and when the cost is repaid the facilities become the property of the City," it was pointed out by Public Works Director Reuben H. Owens.

While the construction work of the new Civic Center Garage has been carried on under the supervision of Owens and his staff, it is the Parking Authority that has served as the governmental agency to bring private

capital and the need for public parking together to produce the off-street parking facilities.

Albert E. Schlesinger, as Authority chairman, has spearheaded Mayor George Christopher's drive to find parking space for the harried motorist. "The increased parking need in the Civic Center area, reflecting a tremendous surge in new office buildings in the area, is typical of what is happening throughout the downtown area," he observed.

The Civic Center Garage, adjacent to the newly completed Brooks exhibit hall and located in the heart of the city-county, state and federal building complex, is expected to receive heavy patronage from the start.

If the normal crew of 20 should be supplemented and attendants used to park autos, the capacity could be increased to 1,461, Schlesinger pointed out.

Some work still must be finished, even after the garage begins operation. Elevators and landscaping will require several more weeks' work.

The garage, which features a distinct color scheme on each floor to help motorists recall where they've left their vehicle (first floor, yellow; second floor, blue; third floor, sal-

mon), will have its sole entrance on McAllister Street and its exit on Larkin Street.

Motorists will find right angle stalls 8 feet 9 inches wide, ample for convenient self-parking from the 24 ft. aisles.

A special feature of the garage is a direct entrance to Brooks Hall. The total garage cost is \$4,500,000. On a square foot basis, the garage is costing \$13.40 a foot; the cost per parking stall is \$4,717.

VIRGIL'S VIGIL

(Poet Glassman's reflections on the City Father's malapropisms which were recounted by Virgil Elliott in our last two issues.)

He found from within his memory,
Or from records more firmly fixed
A goodly store of nostalgic lore
Of Malapropism and metaphor
Strangely and sadly mixed.

To some they doubtless sound fishy:
To all intents and porpoises
Might be denied as being too thick
By City Fathers, remaining quick,
But not by those who are corpses.

Ira Glassman.



Brooks Hall will be served by new Civic Center Garage



American Trust Co.'s bank pavilion in landscaped Crown-Zellerbach Plaza

"City of Gold" Tells the S. F. Story With Distinctive Text and Pictures



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SYMPOMATIC of the pride of San Francisco business people in their city is one further addition to the fine brochures, booklets and magazines regularly produced by local firms. This is the "City of Gold" printed on the occasion of the dedication of its new headquarters building by the Crown Zellerbach Corporation in January.

The prologue states: "People give order to their lives, to their art, science and commerce, but rarely to their cities. The pressures that form cities, for one reason, are usually so intense as to seem uncontrollable. For another, city planning is made to seem a less lively way for cities to grow than spontaneous development, and to run counter to ideas of freedom."

The story of San Francisco's history traces a vivid example of an American city groping for a plan in the sure knowledge that a plan will bring more freedom rather than less. In the easy days before its land ran out, anyone could plan independently of his neighbor without worrying about the consequences; there were few, usually. Then growth became convulsive: the Gold Rush, the Comstock Lode, wars, depressions, the earthquake and fire, and the development of transportation made planning necessary.

Throughout San Francisco's history there have always been men able to see this larger canvas in a kaleidoscope of events. They put the city before themselves, and when they heard people saying that San Francisco was one of the most beautiful places in the world, they were able to ask themselves: how much of that beauty was put there by San Franciscans and how much by nature? What have we done to be proud?

There are a number of reasons for pride. There are bridges that nature might have made if she had time. There are buildings that will always be loved; and beyond the material structures there are more durable spiritual ones that few

cities can match, a tradition, a culture and respect for the city's natural inheritance.

Here then is the story of how San Francisco grew, was developed, and how it soon will be redeveloped if there is, as there always has been, a kind of San Franciscan who thinks of his city as a City of Gold."

The text of the booklet is by Steven Warshaw, inside the front cover is a magnificent panorama of the city by Ansel Adams, inside the back a drawing by Bjorn Olson anticipating the city's appearance at the end of the century. The cover is remarkably striking with its reproduction from the tapestry, "The Phoenix in the Golden Gate," designed by Mark Adams and new in the Marina Branch of the SF Public Library, the phoenix being flanked by a symbolic tower from the Golden Gate Bridge.

James de T. Abajian, the Librarian of the California Historical Society, M. Justin Herman, the Executive Director of the SF Redevelopment Agency, James R. McCarthy, the city's Director of Planning and Mel Scott, who has recently written "San Francisco Bay Area: A Metropolis in Perspective" have all given assistance and advice in preparation, and the result is a production of singular brevity, clarity and imagination on which the Crown Zellerbach Corporation are to be warmly congratulated.

The history of the city is covered from the 1800's to 1906 under the title "City of Discontent." The title "City of Fire" takes us from 1906 to World War II, followed by "City of War and Peace" which is actually the postwar period, with an optimistic look into the future under the heading "City of Gold." The material is familiar, of course, but the commentary is fresh and bright. For example, describing the twenty men who met in the Merchants' Exchange in January, 1904, at the invitation of Jas. Phenlan and a couple of his friends, J. W. Byrne and William Davis, we

are told: "They have what is called executive ability, the faculty of doing things while others are talking about doing them."

The black-and-white illustrations are excellently chosen. There is a sketch of the Mission Dolores about 1833, (the original is owned by the Society of California Pioneers), and an unusually attractive photograph of Chinatown. Later we have a forceful picture of the workers of the city, and an imaginative Ansel Adams shot of outgoing home to the Marin on Golden Gate Bridge. The spirit adventure is further typified by splendid shot of a full-sailed clipper ship.



John B. Rodgers, partner and project director of Skidmore, Owings and Merrill, who with Hertzko and Knowles designed Crown Zellerbach building.

In all, this booklet has an unusually vivid approach and the quotation of the lines from Finlandia

"Guide well my ship
And bring it home
O Father . . .
I'll find a City
Gleaming gold in sunlight
And know I've found
The home port
The goal."

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North Beach's Grace Duhaon

By Jane Rawson

ON SAINT VALENTINE'S Day 1960 the City of San Francisco, California, received a graceful letter from her admirer, Herb Caen. On a first reflection, the reader thinks what a lovely place this is, this beauty of hills and water. He later realizes that he will have to wait some time before a similarly sophisticated tribute is paid to, say, the City of Hobart, Tasmania. There is much more to its beloved city than sunny shores of light and shade. There, as Mr. Caen is always ready to point out, its wildly varied and colorful inhabitants. Of the people who help to give the city the qualities for which we all love it, the picturesque background of the city, its capacity for warm affection, and a care for its citizens, is Grace Duhaon.

Grace Tufo, as she was called, graduated from high school in 1931, in the time of deepening depression. She went to work as a nurse in the Italian Welfare Agency, a position which to her youthful chagrin carried at first no salary. She stayed with this when the city took charge of the city in 1933. In 1934 she married and worked as a volunteer with the Community Chest, later going back on the staff of the Welfare Agency, where she has been since 1943.

For eleven years Grace Duhaon has been the "girl Thursday" who writes a column of news about the people of North Beach in the "Little City News."

For Grace, North Beach means home. Through her welfare work and the newspaper, she has ever-widening contacts with the local inhabitants. With them she has developed a warm-hearted friendship. For their ways she has understanding and great respect.

She remembers her own childhood vividly. Her upstanding immigrant father, from Vericaro in the Italian district of Calabria, had a shoeshine stand. In winter when shoes were less in need of shining, he added the job of umbrella maker and repairer. No-one finer umbrellas than the wife, her daughters and two sons of his umbrella-maker. Also whenever the shoeshine stand was closed, the Tufo children were given first-class shoeshines.

In the depression when there was no money for extras like shoeshines, Tufo, with a pleasant operatic exuberance, had a sign let-

tered with rainbow glitter which read: "Best shine in the city—10 cents." (Who could fail to have a deep affection for a city with such eclectic?) Later when ill health finally parted father Tufo from his beloved shine stand, the new owner kept the sign, merely acknowledging inflation by erasing the "10 cents."

Grace recalls with pleasure the home of her childhood. Her Calabrian-born, South American-raised mother spoke both Italian and Spanish. She was in the old-fashioned way the center of the family, home-maker and arbiter of discipline. But, nevertheless, father was head of the household. Whatever high jinks might be in progress



Valparaiso Street is Paradise

Saturdays, when Grace was summoned to deliver his lunch-bucket at the shoeshine stand, it was an unequivocal command. The presence of the family at three o'clock Sunday lunch, when mother produced the savory macaroni and roast and vegetables, was likewise mandatory.

Every year, the family made its own wine. The necessary grapes were bought from the trucks, which came up along the Embarcadero tracks. Then the family with delight and excitement began the business of pressing, and finally the wine was ready in casks. "Father also made a lot of vinegar—by accident." Grace adds with a rueful grin.

Life was jolly but full of vigorous activity. No radio, TV or automatic washers and things. On Sundays there were movies occasionally. Sometimes there was visiting. The Tufo family were noted for good manners. Grace's terse explanation of these is simple: no young Tufo took a piece of cake or did

anything until mother in private Tufo code "gave the eye" that it was OK!

Grace Duhaon now has her own home in the Sunset. Changing times caused their eviction from the Beach. In 1949 Grace left the neighborhood where all her life she had lived on the same street. It is called Valparaiso Street, but for her, she adds, it is Paradise Alley. From her Italian peasant forebears she has a sense of being rooted in the soil of the place she was born, and while she lives in the Sunset and works by day in North Beach, she will always feel that "Everyone goes home at night—except me, I come home in the morning." Three years ago when the beautification of Washington Square Park became a civic project, Grace thought up the idea of holding a celebratory Carnevale—a festive getting-together of North Beach people. (The word carnevale means "meeting-going"). The third one this year under the chairmanship of Boyd Puccinelli is the biggest and best yet.

Last year, Mrs. Duhaon, was the first woman to be president of the Columbus Day proceedings, a ceremony of 50 years standing. This Columbus Day is remembered as one of especial interest, with Claire Douth Luce the featured guest and speaker.

In January, came Grace's election to the Grand Jury. This opportunity for public service she welcomes. There are 19 members of the jury, and at present only two are women. This is naturally something of a challenge, and the membership of this people's court, rooted in the early democratic ideas of the United States, Grace regards as a considerable responsibility.

Welfare worker, Grand Jury member, journalist, these activities carry a heavy work load. However, the lively and charming Grace Duhaon has time to enjoy her home, her garden, her two grandchildren, born to daughter Audrey and Ralph Walsh, a Personnel Assistant in George Grubb's Department in City Hall.

As Grace says, time brings much change to the old Italian quarter of North Beach. Her old Presentation Grammar School at Mason and Pacific is now the Sunshine Episcopal School. However patterns may change, Mrs. Duhaon will be working for the welfare of the vale between Telegraph and Russian hills, and linking the old community with the wider ways of the growing, expanding city she loves and delights to serve.

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PEOPLE AND PROGRESS

TREE GUIDE

As part of the present interest in the planting of trees to beautify the city, discussed in the article on Page 4, the San Francisco Chamber of Commerce is to be commended for its 25 cent guide on Street Tree Planting in San Francisco. It lists suitable trees for the purpose, and describes their habits of growth and flowering. The Chamber of Commerce under President Jack How in 1959 and now under President Dan London is wholeheartedly behind a drive to encourage what might be called the "country-look" in the city and its suburbs.



C. C. President Dan London



Former C. C. President Jack How

THE LIGHTER SIDE

These are extracts from Governor Edmund G. Brown's recent correspondence:

"Dear Governor Brown:

"My name is Bob Bennett and I read in our paper last night about your having trouble with nuts, and

I thought I would tell you that my cat Snowball has been a very good ratter, as well as catching gophers and moles, and once in a while he has caught tree squirrels.

"I thought if you are still having trouble I would be glad to bring Snowball down for a week end, to see if he could do any good. My Dad is a Republican but he said it would be all right with him, and there would be no charge except I would have to stay with Snowball.

"If I can help you any, just let me know.

"Sincerely

/s/ Bob
Bob Bennett
254 E. 4th Avenue
Chico, California"

"Dear Bob:

"It is certainly very thoughtful of you to write me and offer the services of your cat Snowball in ridding the Executive Mansion of rats.

"Snowball looks like a very fine cat and your picture with him proves to me that he has a happy home and is very much loved.

"As much as I would like to meet Snowball, I am just afraid that in bringing him over to the Mansion he might get lost, or run over by those big trucks that roll by on 16th Street, or even get into a little spat with Tommy, the latest cat who has come to live with us. Let's see what kind of job Tommy does before we make any other plans.

"Sometime when you and your Dad are in Sacramento, I hope you will drop in to see me because I would like to meet the Republican who has such an enterprising, smart boy as you are.

"Sincerely
s/Edmund G. Brown
Governor"

If the Governor continues to be such a delightful correspondent he is soon going to be overwhelmed with mail!

The Governor's serious round of political duty has also been broken into by this pleasant incident.

Governor Brown was a newspaper boy while he was going to school in San Francisco.

In recognition of this activity the California Newspaperboy Foundation Inc. have awarded him with a gilded metal inscription superimposed, and a figure of a newsboy, with paper poised in hand to toss, affixed near the bottom of the shield.

On the golden shield, beneath

the name of the Foundation and blue and a gold seal, with the motto "Today's Newspaperboy Tomorrow's Leader, is the following inscription:

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The plaque will hang in the Governor's private office.



Governor Edmund G. Brown

MUNICIPAL JUDGE

At the beginning of February, Governor Edmund G. Brown announced the appointment of Leland J. Lazarus, San Francisco attorney, and son of the late Judge Sylvain J. Lazarus, to the Municipal Court bench.

He fills the vacancy created by the elevation of Judge Carl H. Allen to the Superior Court.

Born and educated in San Francisco, Leland Lazarus obtained his LL.B. degree from the University of San Francisco in 1929. He worked as a reporter for the San Francisco News and later as an insurance claims adjuster while preparing for his admission to the California Bar in 1929.

He practiced at first in his father's law firm of Lazarus, O'Donnell and Lazarus. In 1942 he became a member of the firm of Tobriner, Lazarus, Brundage and Neyhart. Mathew Tobriner recently was appointed to the State District Court of Appeal.



Municipal Judge Leland J. Lazarus
—Courtesy S. F. Examiner

Lazarus is a former vice-president and executive committee member of the Conference of State Bar Delegates. He is also a past president of the Lawyers' Club of San Francisco and of the Northern California Council of Bar Associations.

In the early '30s, Lazarus and Governor Brown worked together to organize the Order of Cincinnati, a youthful group sponsoring good government candidates for office in both political parties. Later Lazarus helped organize the Young Democrats of San Francisco and served two years as its president. He is a member of the Democratic County Central Committee, the Masons, the B'nai B'rith Club and the Press and Union League clubs.

TRANS-BAY TUBE

An important preliminary phase of the Bay Area Rapid Transit district's trans-bay tube project is now under way early next month, according to Chief Engineer Kenneth M. Hoover.

The work involves drilling for oil core samples on the bottom of the Bay and installation of underwater "geophones" to record earthquake vibrations along the proposed tube alignment.

Cost of the work will total approximately \$125,000.

Information gathered during the studies will be used to determine the precise depth and location for the tube, a four-mile-long "key link" connecting Oakland and San Francisco on the five-county rapid transit system.

Previous extensive engineering studies have shown that construction of the tube is feasible.

Parsons, Brinckerhoff-Tudor-Bechtel, consulting engineers for the rapid transit district, announced that they have retained the firm of Ben C. Gerwick Inc., of San Francisco, to carry out the drilling project, which is expected to begin in early January from a barge anchored in the Bay.

United Electrodynamics Inc., of Pasadena, has been hired to produce and install the nine permanent geophones on the bottom of the Bay.

The sensitive instruments will be placed in submerged holes at various depths throughout the underlying mud and rock strata. The depths will range from 175 to 250 feet below the water surface.

Seismic vibrations picked up by the underwater geophones will be transmitted by telephone cable to the San Francisco shoreline. From there they will be relayed to special seismic recorders located in the office of the Bechtel Corporation at 101 California Street, one of the transit district's primary engineering consultants.

The seismic information will continue to be collected for approximately two years, or until construction of the proposed rapid transit tube has begun.

The \$84-million transit tube will be constructed from prefabricated sections which have been floated out, submerged and reassembled at the tube site according to present plans. (Continued on Page 15)

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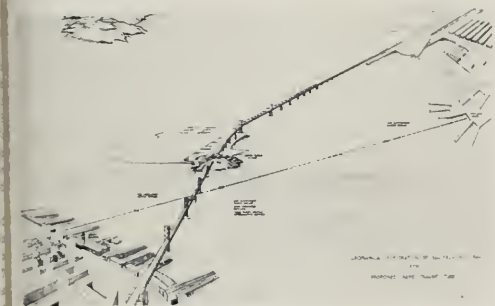
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Plan showing locations for preliminary engineering tests being carried out in connection with proposed underwater transit tube of the Bay Area Rapid Transit District.

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Memo for Leisure

NE OF THE most eagerly awaited seasons of the Cosmopolitan Opera Company opened at the War Memorial Opera House on January 23 with a roster of old-famous artists and an exceptionally varied and interesting repertoire of operas. The twelve performances will be conducted by Carlo Moresco and Carmen Dragon. John Glynn Ross as Stage Director will feature the Bay Area Balcony Company in their opera debut, "Boris Godounoff" with a new production and sung in English. This is the company's seventh season.

Following opening night the season will proceed with "Lucia di Lammermoor" on February 26 and "Turandot" on March 4 with the edifying soprano Birgit Nilsson. Local opera-goers here still talk of Ferruccio Tagliavini's sensational success when he sang in "Il Trovatore" and "stopped the show" with the famous aria "Una lagrima" which he had to repeat. On March 8, Tagliavini will again be heard in this role.

Antonietta Stella, now ranked one of the greatest Cio-Cionis, returns to San Francisco in "Madama Butterfly" on March 11. Carmel MacNeil, who in mid-metropolitan opera season last year went to the Metropolitan Opera to debut in "Rigoletto," will be heard in the title role on March 15. MacNeil's performances at the Metropolitan Opera this season have received unanimous rave reviews. By arrangement with La Scala he will fly directly from Milan for his Cosmopolitan engagement. The major cast includes Anna D'Angelo, Metropolitan Opera tenor Barry Morell, Mary MacKay and Ferruccio Mazzoli.

In "La Boheme" on March 22 the Cosmopolitan will present one of the stellar casts of the season with Margherita Roberti and Ferruccio Tagliavini as Mimì and Rodolfo. Cesare Valletti, one of opera's most popular tenors, returns to metropolitan in "The Barber of Seville" on March 25.

The thrilling tenor of Jussi Korpela will be heard in "Il Trovatore" on March 29.

An exciting event of the season is the return of the inimitable comedienne Anna Russell as the witch in "Hansel and Gretel" on Monday afternoon, April 10.

With Cosmopolitan's policy of giving opera performances to local artists, many young Californians will be heard in major and minor

roles during the six-week season. June Wilkins, Roderick Risto, Patti Winstone, John Traversa, Alicia Greeley, Marlin Niska and Hoddy Guitard.

KAYE BALLARD is the star in the current excellent show at the Hungry I, Enrico Banducci's Mecca of talent at 599 Jackson Street. This dynamic songstress overflows with life in a way which reminds us of the English Gracie Fields. She has the power of establishing immediate rapport with an audience. She can mimic, exploit an anecdote, satirize, and belt out a song, darting with inexhaustible vitality from one phase of entertainment to the next—a rare performer who lifts the temperature of a room and fills the air with electricity.

Among the memorable things in the show we caught were a devastating portrait of a woman Beatnik, a song about a young girl who is condemned to wear second hand clothes, and a side-splitting description of a school for mothers.

Miss Ballard's skilled accompanist is the composer Arthur Siegel, well known for his contribution to "New Faces." Also on the program is Jere Cheney, a singer of delicacy and exquisite appeal, and a rollicking duo Bud and Travis who interpret their facetious and sometimes macabre songs with witty dialogue.

The show of one hour and forty minutes is one of the best balanced and most rewarding we have seen in this historic cellar where some of the nation's best singers and comedians have appeared. We warmly recommend a visit to Miss Ballard, and can guarantee that an encounter with her will cure anybody's blues or anaemia!

FOLLOWING A New York run of eleven months, Tennessee Williams' "Sweet Bird of Youth," may now be seen at the Curran Theatre.

Tennessee Williams is the most famous and widely produced of living American playwrights. "Sweet Bird of Youth" has already been staged in Germany, Sweden, Argentina, Mexico, Greece, Holland and Brazil.

For her performance of the Princess Kosmonopolis in "Sweet Bird of Youth" Geraldine Page won the 1958-59 Variety poll of the New York drama critics for the best performance of the year by any actress. This is her first appearance in San Francisco. Sidney Blackmer has attained distinction

on the stage, in motion pictures, radio, television and on the lecture platform. Now basking in his first stellar billing, Rip Torn is widely known for his vibrant acting in television dramas such as "Johnny Belinda," "Bomber's Moon," and "The Tunnel."

"Sweet Bird of Youth" is bold, brilliant and exciting theatre.

A transparent curtain rises upon vivid sets which in the Williams technique are intended to suggest rather than to give a complete and realistic representation. The story of a faded film actress who dreams of a come-back, and the young man whom she keeps, is passionately unfolded in mounting crises which bring in an increasing circle of angry and frustrated people. There are characteristic Williams flashes of insight and humour, with a theme of lost youth running through a drama which exhibits Geraldine Page as an actress of power and range.

People and Progress

(Continued from Page 13)

It will join the two principal underground subway portions of the rapid transit system to be located in downtown San Francisco and downtown Oakland.

Some \$115-million for construction of the tube and its approaches already has been authorized by the California Legislature, to be allocated from surplus auto tolls collected on the San Francisco-Oakland Bay Bridge. Actual work on the project, however, cannot get under way until after voters in the five-county transit district approve issuance of bonds for construction of the overall system.

Two prominent seismology experts, Dr. George W. Housner and Professor F. J. Converse, both of the California Institute of Technology, have been retained as special consultants to aid in construction planning for the tube project.

This will be the first time, according to transit district engineers, that such underwater seismology methods have been utilized in a construction project of this sort.

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PEOPLE AND PROGRESS



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Mayor George Christopher in Kremlin with Nikita Khrushchev. (Interpreter in background.)

MARCH - APRIL, 1960



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THE HAPPY JUDICIARY: Eight Judges of the Superior Court recently paid a visit en masse to the County Clerk's office where they happily paid \$200 each for the privilege of filing their declarations of candidacy.

It was a gay, happy group for none is opposed for reelection to the benches they occupy. Thus, the \$200 dwindles to a minute amount indeed when compared with the thousands of dollars—plus the hundreds of extra hand-shakings, speaking hours—one must invest in a campaign against opposition.

In the case of Norman Elkington, the former Chief Assistant District Attorney, it was particularly pleasant moment. A Republican, he was appointed to the Superior Court a brief six months ago by a Democratic Governor. Most newcomers are fair bait for opposition, but powerful bi-party support plus a flawless reputation built in the District Attorney's office resulted in his fitting into the following non-opposed group of Superior judges:

Charles S. Peery, Daniel R. Shoemaker, Alvin E. Weinberger, Edward F. O'Day, Preston Devine, Gerald S. Levin and Carl H. Altman.

But a ninth Superior Court judgeship will soon be up for grabs in the June election—and this one will have plenty of candidates. The spot now held by Theresa Meikle, who announced she will retire at the end of her term.

Not so happy, this one, since Judge Meikle's announcement, made in somewhat bittersweet terms, came after Municipal Judge Lenore Underwood declared she would oppose Judge Meikle. It is generally assumed that the Meikle decision to retire was hastened in order to avoid the spectacle of San Francisco's two lady jurists grappling in the judicial arena. Judge Underwood, however, will have a lard campaign on her hands. Others who have declared their intention to run for the judgeship include heavily-supported S. Commissioner Joseph Karesh, and Attorneys Thomas J. Murray, Bernard C. Kearns and Ernest Spagnoli, the latter being the ex-husband of ex-Mme. Sally Stanford.

RETIREMENTS: When Robert C. Kirkwood took part in a recent retirement dinner at the Red Chimney honoring Hetch

Hetch Engineers Frederick L. ReQua and William W. Helbush (see picture, Page 12), we are quite sure he was thinking of the occasion as a harbinger of other Utilities-shaking retirements to come in the alarmingly near future.

Before the July 1st start of a new fiscal year for the city, Charlie Miller, San Francisco's great, grey and perennial (more than half-a-century in the business) man of transit, will have retired as boss of the Muni. And within the same period another respected old-timer, Robert J. Macdonald, longtime (since 1943) secretary to the Public Utilities Commission, will also have retired.

Then, less than a year away, comes another: Harry Lloyd, top man of the city's massive Hetch Hetchy Project, will retire by next March. Highly respected Harry, in honor of whom the Board of Supervisors gratefully and fittingly named Lake Lloyd, one of the huge reservoirs in the Tuolumne River watershed, will leave another formidable gap in the Utilities' top echelon.

These, then, are some of the major personnel problems facing Kirkwood, himself having just completed his first year as head of San Francisco's sprawling Utilities complex.

Speaking of retirements, credit methodical canny Director of Finance & Records Virgil Elliott with the reorganization plan to consolidate the duties of Recorder with those of County Clerk Martin Mongan when Recorder-Registrar Tom Toomey retires in November. One of the top professionals in city government, Toomey has headed both Recorder and Registrar offices for a dozen years. His boy, Tom Jr., is developing into one of the brighter legal lights in the City Attorney's office.

ENDS & ODDS: A hat-tip to KGBS for the pleasant literate statement you see on the 24-sheet billboards these days: "More on LXXIV" . . . The 350-ton Dewey Monument which rises in the middle of Union Square is supported by a concrete core extending from its top down to the lowest fourth level of the underground garage. This information is provided as a service to pigeons who are the sole owners of the Square—and people who think differently are squares indeed.

. . . If Hal Dunleavy does run for the Assembly in the 22nd District against a Republi-

can incumbent John Busterud it will create an unusually interesting situation for the political pros. For Dunleavy is probably this area's premier pollster, market researcher and political analyst. It was his poll-based prediction as to the outcome of the Christopher-Wolden business that was uncannily substantiated by the voters in November . . . Most endearing quote of the past fortnight must be credited to J. C. Randolph, an insurance broker and member of the Mayor's Chris McKeon-headed, quivering-with-tension Freeway Advisory Committee. Said Mr. Randolph, fed up with the brash and the bitter of a recent meeting of the committee: "We all ought to be ashamed of ourselves. If you ask me, this is all a waste of time. We should be home having dinner!" . . . And a special note of gratitude to the discerning American Airlines people for their entirely charming ad-vert-series showing various typical San Francisco scenes above the knowing caption: "If you have to leave this wonderful city."

PIGEONS (CONTINUED): Last month we suggested the need of pigeons for public relations advice. Apparently San Francisco's feathered friends (or enemies; it depends what side you're on) have obtained such service, for the last time they made news the papers quoted a pro-pigeon spokesman, J. Edward Dahlen, vice-president of the Bird Guardians League.

It was at the meeting of the Supervisors' Public Health Supervisor Alfonso J. Zirpoli—who to date has maintained an objective attitude—that the matter came up in the following One, Two and Three manner:

1) R. W. Fallon, a retired railroad engineer, irately: "It's gotten to the point where pedestrians have to give way to pigeons. . . . At Market and Powell you have to wade through pigeons to board a cable car!" He wants an ordinance regulating the feeding of the birds.

2) The afore-mentioned Mr. Dahlen, *boily*: "You can't starve the pigeons! Anyone who does isn't a good Christian!"

3) Mild, scholarly Joe Mignola, Executive Secretary to pigeon-hating Chief Administrative Officer Sherman Duckel, *pontifically*: "Pigeons are increasing at a rapid rate. Some means should be found of controlling them."

Christopher at the Kremlin

by Mel Wax

ORIGINALLY, Mayor George Christopher planned to visit Premier Nikita Sergeyev Krushchev of the Soviet Union on Wednesday, March 9.

Then came word from the Kremlin, through Anatole Gromyko, 27-year-old son of the Soviet Foreign Minister, that Krushchev wanted to advance the meeting to Tuesday, March 8. He had just returned from southeast Asia, he was looking forward to a Black Sea vacation, but he didn't want to leave before chatting with his old friend, the Mayor of San Francisco. Would Christopher object?

United States Ambassador Llewellyn Thompson had a date with Christopher Tuesday to brief the Mayor on how to handle the ruler of the U.S.S.R.'s 220 million people. That meeting was postponed until the day after Christopher's now-famous 8-hour session in the Kremlin with Mr. Krushchev. And then, instead of the Ambassador telling the Mayor, more likely the Mayor had advice for the Ambassador.

Because what stands out now in retrospect about our hectic tour of the Soviet Union, and the pay off visit with Krushchev, is how well George Christopher handled himself. And how well he handled Krushchev.

There probably is no one in our State Department, and perhaps no other individual American—no other Republican official—holder—who understands Krushchev as well and is able to get along with him as well.

Christopher listened attentively to the advice offered him before he went to the Soviet Union. The last official word was from United Nations Ambassador Henry Cabot Lodge, who came to Christopher's suite in the George V in Paris, to relate his experiences with Krushchev. But it was obvious from the start that San Francisco's mayor needed no help. It was like telling Willie Mays how to run bases.

What's the formula?

"There isn't any secret about it," Christopher says, "Just be yourself."

"Mr. Krushchev is a very vigorous man, with very positive views. He's argumentative, but he doesn't object to people standing up for their rights."

"The main thing is to be just as vigorous in your response as he is, and show him you can't be bullied. Don't back down, don't bow to him. And keep your dignity and self-respect and let him keep his."

Whenever, as when Christopher began arguing with the formidable team of Krushchev, Frol Kozlov and Anastas Miyokan about capitalism and socialism, things began getting out of hand—he broke it up with a joke.

Christopher turned to Krushchev and said, "Look—you're ganging up on me. Both Kozlov and Miyokan shouldn't be on your side. One of them should help me."

As Christopher is the first to admit, he had advantages that regularly-assigned, bona fide diplomats don't have.

He was not in the Kremlin to negotiate. There was no need for Krushchev to be wary; there was no need for suspicion; there was no bargaining involved, Christopher was in Russia as Krushchev's guest. He was not an official delegate from the United States government.

At one point, after Krushchev himself brought up the topic of disarmament, the Mayor asked what kind of inspection system the Soviets favored.

"There should be proper surveillance," Krushchev generalized.

A reporter, or a diplomat, might have pressed for a more adequate definition of "proper surveillance." Christopher didn't. He let it drop.

"I'm the Mayor of San Francisco," he said. "I'm not negotiating cosmic issues. I can't talk for the United States government. That isn't my job."

His job, and he did it well, was to try to create better relations between Americans and Soviets, to try to foster additional exchange programs, to promote San Francisco.

During the last week of the Soviet visit, Christopher had a miserable cold—one that would have bedded the average tourist. He was tired. He had been led through more museums, seen more relics of Czarist days, more pictures of Lenin, more examples of Soviet art, than most curators view in a lifetime.

But not once did he cancel a museum visit, factory tour, or friendship society meeting. He made them all with good grace and



Mayor George Christopher and wife Tula
—Courtesy News-Call Bulletin

intelligent interest. And, lest too much cred go to the Mayor, it should also be noted that Tula Christopher put on the same kind of virtuoso performance.

They were extraordinarily effective ambassadors of good will. And, even though the visit was not an official one, nor sponsored by the United States government, it is difficult to recall any recent exchange that accomplished so much to further mutual trust and understanding.

As Christopher noted in his Commonwealth Club speech:

"The top level heads of the Soviet Union understand the importance of these personal contacts. That is why Mr. Krushchev has made one trip after another to various lands in the interest of conveying the Soviet message. At that is why it is important that President Eisenhower be encouraged, rather than discouraged, from going to various nations at portraying, as only he can, the true American spirit."

Hopefully, Mr. Eisenhower's visit to Soviet Union this spring will be as successful as Christopher's. Certainly, if the President wants advice on how to get along well with Soviet leaders he cannot do better than consult the recognized authority—George Christopher.

AD INFINITUM

Rapid transit simply has to
Gain momentum ever faster
As Rapid Transit is attained
What the heck is really gained?
Then it's merely status quo
Which, of course, is too damn slow.

—Ira Glassman

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MARCH - APRIL, 1960



Harry Lloyd, General Manager of Hetch Hetchy System, against background of Lloyd Lake.



The striking Pulgas Temple at Crystal Springs Lake, where Hetch-Hetchy water first flowed in 1934.

Proud Record of S.F.'s Water Department

by Bill Simons

MAYOR CHRISTOPHER has described the water supply system of San Francisco as the City's "most precious utility asset."

It is an apt description. For the system—stretching some 167 miles from Tuolumne County in the High Sierra down to hundreds of thousands of faucets in the Bay Area—has proven a virtual "water lifeline" for the City and for those parts of San Mateo, Santa Clara and Alameda Counties served by the San Francisco Water Department.

The present system exists because an earlier generation of San Franciscans planned well and acted boldly when it created the great Hetch Hetchy water-power complex and acquired the old Spring Valley Water Company in 1930.

It was on March 3 of that year that the San Francisco Water Department came into being as a member of the Public Utilities Commission family, after the City had purchased the former privately-owned company for \$41 million.

And today—in the face of a national inflationary trend—the cost of water both to retail customers in San Francisco and to wholesale customers in the suburban area is substantially lower than it was 30 years ago.

Over the three decades the Water Department has been entirely supported from revenues and has never required a tax subsidy.

The start of its 31st year was fittingly observed on March 3 when General Manager James H. Turner and Vice President Edward B. Baron of the Public Utilities Commission teamed to cut a giant birthday cake in the lobby of the Water Department building, 425 Mason Street.

Both Baron and Turner had cogent comments to make on the occasion, pointing out that:

1) San Francisco can indeed be proud of the Water Department's achievement in having kept pace with both the City's growth and the growth in the neighboring communities served. The tremendous population expansion—particularly in the Service Area outside San Francisco—could not have been accomplished without the continuous provision of pure, potable water.

2) The Department now distributes more than three times as much water as it did 30 years ago and the water rates today for the smallest block of water—which includes the great number of household users—is 10 per cent less than in 1930.

In the last fiscal year the average amounts billed to customers—considering all classes, large and small—for 100 cubic feet of water, including service charge, were 27.3 cents in San Francisco and 16.9-cents in the suburban area.

This represents a reduction of 17.5 per cent and 27.5 per cent, respectively, under comparable figures at the time the City acquired title to the Spring Valley Water Company when the average amounts billed to customers were 33.1-cents in San Francisco and 23.3-cents in the suburban area.

The lower suburban amounts billed, incidentally, are explained by the fact that the Department sells water at wholesale rates in that area where the communities use their own facilities to distribute the water to their own customers. In San Francisco, of course, the Department sells to its retail customers.

It is interesting to note that consumption

in the entire system—both in and out of San Francisco—has increased 218 per cent, from 52.2 million gallons per day to 166.1 million gallons per day.

And it is significant that the average daily consumption in the suburban area has increased in this period of time by a staggering 1,537 per cent!

Despite the tremendous increase in service, employees of the Department have increased only slightly, from 499 in 1930 to 528. Of this amount, the following 53 former Spring Valley employees are still with the Water Department:

At 425 Mason Street: Alden Anderson, Harrie Baker, Clifton Baldwin, Marion Beaver, Robert Best, Anna Boyle, Ada Butler, Edith Carroll, James Cooper, Marie Costello, Mary Eisenberg, Kearce Fahy, Ernest Figone, Maurice Flynn, Bessie Garrett, Oscar Goldman, Charles Hall, James Hennessy, Raymond Hurst, Charles Hynes, Russell Jones, Frank Lennon, John Lynch, James Manning, Rose McAuliffe, Louis Osterero, Margaret Peters, Ellen Petersen, Frank Rice, Earl Roach, Michael Shea, Andrew Smith, Ada Sweeney, Herman von Bremen and James Williamson.

At the Bryant Street Yard: George Fleischman, James Green, Frank Miley, Carl Motan, John O'Neill, Michael Riordan, Fred Stevenson, Thomas Waters and Roy Weir.

At Peninsula Division headquarters in Millbrae: August Bordenave, Harry Bull, Fred Fawcett, Charles Lacey, Carl Lauenstein and Rufus Steele.

At the Alameda Division headquarters in Sunol: Carroll Clark, Dan McCarthy and Frank Peters.

A New Ball Park and Bright Hopes

THE NEW CANDLESTICK STADIUM designed by Architect John Bolles is ready for action at last, after delays, hard words, and lively controversy. It is claimed that in a generally windy area its position and design will minimize gusts and current in the playing field, though nobody pretends that problems will not be posed.

Fans who swarm to the opening game on April 12 will see a spectacular sight of pastel-colored seats, gasp in pride that San Francisco now boasts the nation's Number 1 ball park, and enjoy one intriguing innovation—the playing by Miss Connie Howard on the new Wurlitzer organ half an hour before game time, and between innings.

IT WILL BE A PLEASURE to hear the National Anthem played by a virtuoso instead of listening to the old scratched record of The Star Spangled Banner used by the Giants last year in the Seals Stadium. Miss Howard, we hope, will prove herself in the thirty days' trial determined upon by club president Horace C. Stoneham, and achieve a popularity similar to that of Brooklyn's darling, the renowned Miss Gladys Goodings at Ebbets Field, and Mrs. Joe Garagiola of St. Louis, organist of the Busch Stadium.

THIS WIND question will keep us guessing until the acid test of play throughout a season. Architect John Bolles has put on record: "I told Horace Stoneham he'll have complaints about left field. It gets into a wind current that sweeps around the upper deck." He says that in late July, August, and early September there will be a strong eddy condition in left and center fields with gusts travelling at up to 30 m.p.h.

Whether Bolles is right, or such meteorolo-

gists as Fowler S. Duckworth and Corday Counts who make much of the unpredictability of wind in this area, must rest with the event.

THE 45,000 FANS who are expected on April 12 should have no difficulty in finding their way. Those coming by taxi or municipal bus will alight at Gate B, the main ticket sales gate right behind the home plate. There is also a special ramp off Jamestown avenue which leads directly to the upper stand boxes and reserved seats. Taxis will stop here, but only holders of box and reserve tickets will be admitted.

To the right of each entrance are sloping ramps which lead to the upper stand box and reserved seats. Section numbers are plainly marked on the walls of both the upper and lower stand courses, behind and under the seating sections. Beer, soft drink, and food booths and rest rooms are strung along both concourses behind and under the seating section.

THE GIANT TV schedule will cover thirteen baseball games out of Candlestick Park, and twelve games out of Kansas City and Washington, D. C., to be telecast to Northern California points this season by the American Broadcasting Company. The schedule is as follows:

April 16—Cubs at Giants
April 25—Orioles at Athletics
April 30—To be announced
May 7—Pirates at Giants
May 14—Dodgers at Giants
May 21—Senators at Athletics
May 28—White Sox at Athletics
June 4—Cards at Giants
June 11—Braves at Giants



Will "Bill" Rigney manage a pennant winner this year?

June 18—Phillies at Giants
June 25—Orioles at Athletics
July 2—Indians at Senators
July 9—Cubs at Giants
July 16—Dodgers at Giants
July 23—Pirates at Giants
July 30—Redlegs at Giants
Aug. 6—Yankees at Athletics
Aug. 13—To be announced
Aug. 20—White Sox at Athletics
Aug. 27—Braves at Giants
Sept. 3—Dodgers at Giants
Sept. 10—Red Sox at Athletics
Sept. 17—Red Sox at Senators
Oct. 1—Cards at Giants

THE FEARS of those who prophesied a baleful smell at Candlestick Park are denied by William Daniels of the City Engineer's Office—a presumably unprejudiced server. He says: "Candlestick is my assignment, so I've been out there every day for most two years. Once I thought I smelled something, but it went away."



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KL 2-1910

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Dion R. Holm

HE 1-1322

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Thomas C. Lynch

EX 7-0500

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Edward T. Mancuso

EX 2-1535

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YU 6-2950

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MA 1-0163

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UN 1-80

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OR 3-58

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Max Alcou, 590 Potrero Ave.
J. Walah, 2450 - 17th St.
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PEOPLE AND PROGRESS

ALL QUIET ON CITY FRONT

At 9:37 on February 19, the last of 636 piles that will support the California street unit of American Trust Company's new headquarters was driven into the muck and sand of what used to be Yerba Buena Cove.

The occasion was marked by the blowing off of steam from the boiler of the pile-driver and by a clearly audible sigh of relief from the bank's neighbors in the financial district.

The return of peace and quiet to the California-Montgomery sector would have been delayed by a week had the bank not chosen to carry on the pile-driving seven days a week from the start.

The next phase of construction, erection of the steel framework, started at the beginning of March and will run through May. The operation will be relatively quiet, a bank spokesman insisted, because the framework will be bolted and welded instead of riveted.

S.F.'s STORYLAND

Storyland, the small paradise for children under the control of the Park and Recreation Department of the City and County of San Francisco reopened on March 16 or the 1960 season.

During 1959, in five months' operation, 418,537 youngsters visited

this land of make-believe for a gross of \$57,436. Within the next year the department expects over one million visitors for a total gross of over \$100,000.

PLANT-A-TREE WEEK

Civic Day of "Plant a Tree" Week in San Francisco was highlighted at 10 a.m. on Wednesday, March 9, when Sherman Duckel, Chief Administrative officer, planted the first of eight incense cedars on the traffic island at Glenview and Portola Drive.

Attending the brief ceremony were Reuben Owens, director, Department of Public Works; Lawrence Archer, assistant; and Bernard Crotty, Supervisor of the Street Cleaning Bureau; Mrs. William Wren, chairman of the week, which was co-sponsored by the San Francisco Chamber of Commerce and the San Francisco Garden Club; and members of district associations in the area.

The island will be planted later with additional trees, shrubbery and flowers, as part of the long-term program of the Department of Public Works and the Chamber, described in the Record last month.

Another phase of the civic planting program was completed during the week when 12 carob trees were installed around the new State building on Golden Gate Avenue

between Polk and Larkin.

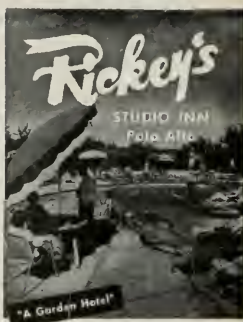
Hundreds of trees were planted throughout the city during "Plant a Tree Week," which included Thursday, "Business Day," Friday, "Hospital Day" and Saturday, "Neighborhood Day."

REDEVELOPMENT PLANS

The names of seven experts who will serve on the Architectural Advisory Panel created by the San Francisco Redevelopment Agency to help its members evaluate developers' proposals for the first structures to be built in the Golden Gateway Project have been announced by Everett Griffin, Chairman of the Agency's five-member commission.

The appointments to the panel, Griffin said, reflect the Agency's desire to have the benefit of advice from national authorities of recognized accomplishments and diversified viewpoints in a competition of national scale. In addition, he said, in selecting the advisors, the Agency wished to avoid any conflict of interest between developers or their architects and the panel participants.

As a result of these considerations, four of the experts are from the East, two are from the Midwest, while the seventh, chairman of the group, is a San Franciscan selected from a list of names pre-



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The finish of the pile-driving operation for the American Trust's new headquarter's building.

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People and Progress (cont.)

pared for the Agency by the Northern California Chapter of the American Institute of Architects. The expert from San Francisco

will represent a community viewpoint in the panel's deliberations.

Bay Area viewpoints will enjoy further weight in the competition, Griffin pointed out, since a number of competing developers have invited San Francisco architects to participate in the design of their proposals.

The seven experts selected from the fields of architecture, city planning and mortgage banking are:

Lawrence E. Anderson, Cambridge, Massachusetts, head of the Department of Architecture, School of Architecture and Planning, Massachusetts Institute of Technology;

Henry S. Churchill, Philadelphia, Pennsylvania, architect and city and community planner;

Mario J. Ciampi, San Francisco, California, architect;

Louis I. Kahn, Philadelphia, Pennsylvania, architect and redevelopment consultant;

Morris Ketchum, Jr., New York City, architect;

Ferd Kramer, Chicago, Illinois, mortgage banker and real estate developer; and

Minoru Yamasaki, Birmingham, Michigan, architect

Mr. Ciampi will be chairman of the panel. Mr. Churchill enjoys a national reputation in his professional field for social evaluations of city planning and architecture. To bring business considerations to the evaluations, Ferd Kramer has been added to the panel.

Chairman Griffin said that the Redevelopment Agency Members regard evaluation of the Golden Gateway proposals as an important step in the Agency's procedure for promoting redevelopment of the City:



Architect Mario Ciampi



Personnel's George Grubb

"The site involved is one of the most beautiful in the world, and it is urgent that our concept and execution match this challenge.

The seven consultants will convene in the City April 25-29 to study the proposals in detail. Their review will include discussions with the developers and their architects, and meetings with the five members of the Redevelopment Agency. The panel will evaluate each proposal by itself and will not make comparative evaluations among the various submissions.

Acquisition of the historic Golden Gateway properties has already begun and the Agency expects that titles to the cleared residential and garage areas will be made available to the selected developers within two years. This same period will be used by the developers to complete engineering, architectural and financing arrangements.

CIVIL SERVICE TRAINING

George Grubb, General Manager of Personnel for the City and

County of San Francisco, is starting an in-service training program to be coordinated by the Civil Service Department.

As people start to work for the city and advance to higher level of responsibility, they have the option of training for their more advanced roles. Usually if they do undertake training it is on their own, not in courses sponsored by the city.

The in-service training will focus at first on improving supervisory skills and office management techniques, primarily among white collar workers.

In areas like fire-fighting, juvenile probation work, the police department there are already training programs within the departments, which have been highly successful.

The courses being considered by Grubb will probably be in conjunction with our own public administration program, San Francisco State College, and U. C. Extension



At new children's fountain, designer Don Clever, Architect J. Francis Ward and Recreation and Park Commissioner Mrs. Joseph A. Moore.



CAO Sherman Duckel, Brian Fewer, Director Owens and Street Cleaning Supervisor Bernard Crotty, of the Public Works Dept., plant a cedar.



Manager of Utilities Robert C. Kirkwood, with hiring engineers William W. Helbush and Fred L. ReQua at dinner at Red Chimney, Stonestor

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Memo for Leisure

THE NATIONALLY known dialogue team of Mike Nichols and Elaine May appears at the Geary Theatre for one week only beginning April 18. When first seen on TV, creating their own tradition as they puncture American mores with devastating satire, they were an immediate hit and shot up into show world heavens with tremendous velocity.

Funny on TV, they are fabulous in person and their hilarious skits (romancing teenagers, disc jockeys, movies, television, doting mothers, and even funeral parlors) while seemingly casual are the result of careful preparation.

THE PICCOLO TEATRO DI MILANO, which opens a two weeks engagement at the Curran Theatre on Monday, April 18, is the first Italian acting company to appear in the United States since Eleanor Duse came to these shores thirty-five years ago.

On their current limited American and Canadian tour, San Francisco and Los Angeles are the only west coast cities which have the opportunity of seeing this internationally famous theatrical organization.

Consisting of an acting company of twenty-five artists, the visiting contingent presents Carlo Goldeni's classic comedy, "The Servant of Two Masters," starring the celebrated mime, Marcello Moretti, in the role of the Harlequin.

While the language spoken in the play is Italian, it is said that no language barrier exists for non-Italian audiences because the play is performed in the Commedia Dell'Arte tradition which places little reliance on language, and depends principally on pantomime, postures, acrobatics, music, and rhythm to tell the story.

INGMAR BERGMAN'S "The Magician" at the Vogue Theatre exhibits the great Swedish director at his brilliant best. He takes a story of a wandering troupe of magicians, and turns it into a breathtaking entertainment which has an overtone of allegory. The down-and-out company, who stumble upon a dying actor on their journey, arrive at a middle-class home where they are given hospitality overnight, and the next day demonstrate their skills to a first skeptical audience, who find themselves torn apart by candid self-revelations induced under hypnosis.

One aspect of the theme is the

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conflict between belief in the power of science to explain everything, and a frank recognition of the role played by mystery in life. Yet here is no dogmatism—the magician and his wife acknowledge a streak of charlatanism.

In addition to an excursion into the esoteric, the film is by turns hair-raising and melodramatic, risqué and earthy, and in strange contrast filled in parts with a sense of human wistfulness and frustration.

The magician himself—a young man who is made up to appear more than twice his age—and the cynical doctor who investigates his claims are convincing portrayals in a cast of astonishing talent.

THE SAN FRANCISCO Symphony will render Verdi's Requiem on April 13, 14, and 14 with guest artists Leontyne Price, Frances Bible, Raymond Manton, and George London assisted by the Stanford University Chorus and the San Jose State College A Cappella Choir, Enrique Jorda conducting.

Guest conductor for the week of April 27, 28, and 29 will be George Solti. Guest artists in May will be Leon Fleisher (May 4, 6, 7), and

David Abel (May 18, 20, 21). On May 25, 26 and 27 Beethoven's Ninth Symphony will be rendered.

The San Francisco Symphony orchestra ranks fourth among the 22 major orchestras of the United States and Canada in earned income; eighth in size of its annual operating expenses; seventeenth in size of its deficit, and first in the percentage of earned income (67 per cent) derived from ticket sales.

Letters

I am puzzled by what I read in the "Bay Window" in last month's Record. The reference was to the need of the pigeons for public relations advice from someone like Harry Lerner, Don Nicholson or me.

Well, I'd certainly be a bum PR bet for the pigeons because I can't stand the dirty birds. I think they should either be deported or shot or poisoned, my personal preference being the last two actions.

Let Lerner or Nicholson do the pigeon job. I'm not interested. Anyway I'm too busy promoting artichokes.

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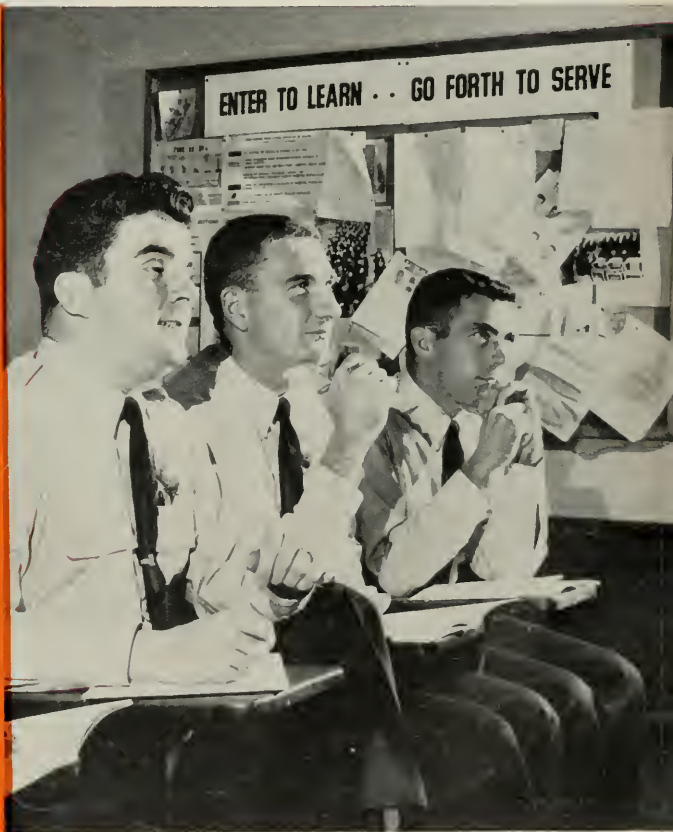
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QUOTE OF THE MONTH: "Any success I've had was because the Utilities Commission, the Mayors and the Utilities managers never interfered with the Muni. They let me alone."

Thus did graying, bespectacled Charlie Miller respond to plaudits delivered by the Public Utilities Commission, the Mayor, the press, and just about everyone else when he announced his plans last month to retire as General Manager of the Municipal Railway.

Charlie's response was typically brusque. During the better than 52 years of his 70 years in the San Francisco transit business, he has been a hard-driving, tireless worker; during the last decade as head of the Muni, he has translated his personal drive into a system that, although frequently criticized, is still one of the country's best.

(For a word picture of the Muni's Miller, see the story by Ben Gaines on Page 12.)

Charlie Miller's successor, Vernon Anderson, is methodical, well organized, and deeply steeped in the transit field. He started his first job with streetcars in Duluth, Minnesota, at age 20. He's been in the business for 35 years.

In recommending Anderson for the top Muni post, Utilities Manager Bob Kirkwood told his Commission it was "a tough decision to make" in view of the wealth of executive talent at the Railway. Among those who had been mentioned during months of scuttle-butting were Claims

Agent Don Mazzoni, Personnel & Safety Director Paul Fanning (whose brother, Larry, one-time Chronicle managing editor, is executive editor of the Chicago Sun-Times), and Vic Peterson, chief of shop equipment for the Muni who last month was elected president of the influential S.F. Municipal Executive Employees' Association.

GANG'S ALL HERE? In the case of former San Franciscan Art Linkletter — who went on to win fame and fortune by providing fun in the radio, TV and entertainment world — the gang was all there all right when he starred at one of the better "gang dinner" affairs produced at the Press Club last month.

Speaking of "gang dinners," all attendance records were broken when Mayor Christopher paid the Press Club an off-the-record Friday night visit: 375 bodies were present, spilling over to the second floor baratorium where Clubbers could imbibe Vodka and listen to the Mayor on Russia over the PA system. (The previous turnout record — 367 — was set when William Randolph Hearst Jr. came a-visitng, an occasion marked by the understandably large attendance of local Hearstings.)

THROUGH THE WINDOW: The following headlines are offered as interesting counterpoints, one from The Examiner which reads, "Mayor Eyes Lagging Growth of City, Asks Economic Study," and the other from Bay Region Business (the S.F. Chamber of Commerce journal) which reads, "S.F. Industrial Outlook Never Has Been Better." Right hand and left hand, please get together!

Charlie Teevin, one of the greatest parade entrepreneurs in the business, has an ironclad monopoly on parades in San Francisco. This year he's directing parades for the following: Japanese Centennial, California Negro Shrine, Memorial Day, Pacific Festival, Columbus Day. Earlier, he turned his magic organization hand to the St. Patrick's Day parade.

This is a "did you know?" note: Pelton Junior High — San Francisco's newest and finest which was dedicated last month —

is named after John G. Pelton who came around the Horn in the early days to lay the foundations of a public school system in the then illiterate West. He had a school bell, books and \$1.50 in his pocket when he landed in hurly-burly San Francisco. Well, if you hadn't known, you do now, and don't you feel richly rewarded?

Bit of back-patting (our own) here: Whit Henry, valued Record contributor, made a revolutionary suggestion in a story we carried in March, 1952: Why doesn't some enterprising restaurateur open a restaurant specializing in hotcakes? And now, friends, look around you — pancake palaces all over the landscape! Power of the press in pancake promotion?

EVERYTHING GOING UP? In the days when the consumer painfully faces raised charges from insurance agents and many other quarters, comes the proud reflection by Public Utilities Publicist Bill Simons that S.F. water rates are some 10 per cent less than they were in 1930 when the San Francisco Water Department bought out the old Spring Valley Water Company.

Bill told in last month's Record the happy inflation-busting history of the Water Department's first 30 years. But in listing the former Spring Valley people still with the Water Department he — inadvertently, we're sure — omitted a group of three deserving men who are with Alameda Division. So to Jerome DeLopez, Fred Cottrell and George Borge, apologies!

PASSING OF A PATRIARCH: The death two weeks ago of Michael J. Buckley brought to a close one of the most colorful West Coast shipping careers we've seen since the days of "Cappy Ricks." Mike Buckley, short, portly, white-haired, fastidiously dressed, Irish-tongued, Irish-witted lived to the age of 80 years plus 13 days.

During that period he trained more men for his and other companies than any other shipping man in the country. Over the years a waterfront maxim developed: "If you ever face a tough problem, you have

(Continued on Page 11)

CITY-COUNTY RECORD THE MAGAZINE OF GOOD GOVERNMENT

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VOLUME 27 NUMBER 4



Courtesy S. F. Chronicle

Tense contemplation in a patrol car

Rookies extend both mind and body in an intense fourteen-week training program

Behind the Scenes at S.F.'s Police Academy

by Paul Avery

OVERSHADOWED by a multitude of other merits is the fact that San Francisco has one of the lowest crime rates in the United States. While national and metropolitan crime statistics have continually shown staggering increases, San Francisco, in recent months, has enjoyed a steady, if small, reduction in these rates.

What has enabled San Francisco to produce the reverse of a shocking nationwide trend? Chief of Police Thomas J. Cahill attributes a number of factors, prominent among them his belief that San Francisco's Police Academy turns out officers second to none in intelligence, skill and devotion to duty.

"Law enforcement is only as effective as the men who administer it," Cahill has commented. "The people of San Francisco can be justifiably proud of the officers of their police department."

These opinions are not Cahill's alone, but are shared by such respected agencies as the Federal Bureau of Investigation and the International Association of Chiefs of Police, who regard San Francisco's achievements in police work with something of awe.

F.B.I. Director J. Edgar Hoover unofficially has rated San Francisco's Police Department among the five best in the nation and has cited the Police Academy as an "outstanding example" for other departments to follow in training law enforcement personnel. Hoover's acknowledgements have resulted in a constant flow of communications from departments in small towns and sprawling cities asking San Francisco for advisement in starting or improving their own training academies. Police and sheriff's departments throughout the Bay Area have sent personnel to attend San Francisco's instruction program in order that they will better serve the citizens of their own communities when they return.

Included among the most enthusiastic booster of San Francisco's Police Academy are the few grizzled veterans who joined the force before such training existed. They remember that all it took for them to become policemen was taking an oath on a Bible and pinning on a badge. And while

these old-timers quite naturally regard all rookies as "young squirts," they are quick to admit it took them years to learn what today's recruit picks up during the 14-week Academy program.

Since the inauguration of the Academy in the mid-1930's, succeeding departmental administrations have seen to it that the recruit training program has expanded and improved. The current administration of Chief Cahill and Deputy Chief Alfred J. Nelder is continuing this trend. Both are graduates (1942) of the Academy and know full well its importance.

They have given Captain John P. Meehan, departmental personnel director and head of the six-man Academy staff, carte blanche to improve the program in any way he deems necessary to produce an even higher caliber of officer. This has resulted in a tightening of the requirements to becoming a policeman, and modernization and diversification of the Academy curriculum.

In an average day at the Academy, situated among towering Monterey Pines at 37th Avenue and Fulton Street on the edge of Golden Gate Park, the bookish rookie is subjected to lectures and instruction from experts on such subjects as:

Recognition of elements constituting crimes defined in the Penal Code; methods of making arrests; bomb disarmament; how to recognize and cope with a mentally unbalanced person; marching drills; typing; preservation of evidence; report writing; riot and disorder control; first aid and water safety; interrogation of witnesses and suspects; relations with minority groups; how to patrol a beat by foot or squad car; radiological monitoring; how to cite a traffic violator diplomatically; traffic direction, etc.

As do all students, San Francisco's police recruits take extensive notes and burn the midnight oil preparing for final (as well as unannounced) examinations covering the entire course. There is no room or sympathy for slackers and no "curve" system in the grading to nurse them along. The recruit must satisfy the Academy staff that he "knows his stuff" or be dismissed as unqualified. Assuming the responsibilities of a

police officer is nothing to be taken lightly and Chief Cahill is adamant that only the fittest be allowed to take the streets to protect life and property in San Francisco.

While the Academy program is no easy thing, it is rare that a recruit is ever dismissed, since he has undergone thorough screening before being allowed to take the oath. The steps towards becoming a San Francisco police officer are several in number and demanding in degree. The applicant must first pass a Civil Service examination. He is then subjected to a complete physical examination that includes grueling tests of coordination, strength and speed. Hopefuls who have not fallen by the wayside because of these requirements are given "background" security checks to insure that their habits and character are above reproach.

In a final step, the prospective recruit appears before an investigative board (composed of lieutenants and captains) where he must fire off oral answers to a battery of questions. Chief among these: why is he seeking to become a San Francisco police officer and work unusual, many times dangerous hours for a paltry \$519 a month?

If he can convince the panel of veterans he sincerely believes in the principles and necessity of law and order, there is an excellent chance he will make the force. On the other hand, if he gives the impression he is looking for an "easy" job that enables him to exert authority and carry a gun, the board will see to it he is not among the chosen few.

Each of the steps outlined takes its toll of the original number of applicants. It has been estimated that less than 10 per cent are finally admitted to the department. This meets the full approval of Chief Cahill.

"When I administer the Department Oath to a group of recruits I must be assured they are qualified in every respect to wear the Star of the San Francisco Police Department and will prove their worth as guardians of the public rights," Cahill has said.

As with any system of selection, occasional mistakes are made. It is within Cahill's domain to dismiss, without Civil

Service sanction, any recruit who during his first 12 months gives the slightest indication he is not meeting the high standards of the department. Cahill has exercised this power in the past without hesitation and will continue to do so.

Twice each year a group of 30 to 60 exceptional young men gather at the Hall of Justice before Chief Cahill to take an oath to uphold the Laws of California for the people of San Francisco. It is impossible to construct a word picture describing the typical recruit, other than to say he is intelligent, clean-cut in appearance, and obviously eager to begin his career.

A group of rookie policemen is a cross-section of the American way of life. They represent a variety of social, economic and religious backgrounds. While all have attained at least high school diplomas, not a few have earned higher educational degrees. Prior to becoming policemen they have worked as tradesmen, merchant seamen, butchers, bakers and candle-stick makers. Some have been military service. Their ages vary from early 20's to late 30's. Most proudly claim families of varying sizes while a few are content to be known as bachelors — at least for the time being.

Following the swearing-in ceremony, the brand new patrolman proceeds to the Academy where he is outfitted, at his own expense, with a tailored uniform, a San Francisco street guide, a copy of the Penal Code, a Sterling-silver whistle, a pair of handcuffs, and a deadly .38 caliber revolver which he must carry night and day.

The greatest weapon at the command of a San Francisco police officer is a sharply trained mind enabling him to size up a situation and handle it with split-second swiftness. Only when all else fails is he justified, either legally or morally, to resort to using his hands, night-stick or revolver to insure that a life, including his own, is protected.

In attempting to stop the commission of a crime, or in making an arrest, a policeman usually has the odds in his favor. He is

in top physical condition, has been trained in dealing with criminals, and represents authority. The criminal knows he cannot buck such odds. Force is therefore rarely used, but when it becomes necessary a San Francisco policeman is no one to tangle with.

Immediately upon receiving his service revolver, the rookie is dispatched to the Weapons Firing Range overlooking Lake Merced. He may never have come in contact with firearms as a civilian, but after five days of intensive training he'll have mastered a variety of lethal weapons including, in addition to his revolver, the shot gun, machine gun, riot gun, rifle, automatic pistol, and tear gas launcher.

When the recruits have mastered these weapons of destruction with equal deadly accuracy and are ready to turn to other phases of police work, Rangemaster Emil Dutil gives them the most important lesson:

"You men are now skilled in the art of killing. It is the hope of the department you are never forced to employ this skill. Never forget that human life is the most precious of God's gifts. As peace officers it is our duty to protect lives. We take lives only when absolutely necessary. Think twice before you draw your revolver."

The novice policeman is understandably confused when he is told he must carry a gun but mustn't use it — unless there is no other recourse. He knows chances are great that during his career he'll come face to face with an assailant armed with anything from a gun to a knife to a club. And unless he is one of the few assigned desk jobs (and remarkably enough it has even occurred in these circumstances), a police officer can count on crossing paths with an irritating number of individuals who consider socking a "cop" great sport.

The Academy provides the recruits with the ability to cope with such situations. Veteran Patrolmen Edward Epting and Earl Gonsolin tutor the rookies in offensive and defensive tactics of judo and boxing. Epting, attached to the Academy staff, also

brings the recruits up to top physical level through gymnastic drills, and while he has 20 years on most of them he is able to pace the rookies without any strain.

Brawn, however, plays but a minor role in a policeman's career. The Academy concentrates on developing the mind during the 14-week program. Experts in various fields are invited to lecture. Some are fellow officers whose years of experience have given them special skills in various phases of investigation procedure. Others are renowned members of the community such as psychiatrists, professors, social workers, State and Federal representatives.

From Academy Staff Officers Julius von Nostitz and David Roche the recruits learn departmental procedures and regulations.

Numerous hours are devoted to studying the Laws of the State of California and the Municipal Code of San Francisco. Staff Lieutenant William Osterloh shows the recruits the black-and-white powers and limitations of a police officer. By the time he takes the street, the Penal Code has become a second Good Book as far as the rookie is concerned. Without it he would have no authority to do anything. For \$519 a month he must be as certain about the Law as a \$25,000-a-year Montgomery Street barrister.

Classroom activities take up only four days of a recruit's week. An additional eight-hour shift is spent "on the job" working alongside veteran officers in squad cars and district stations. Theory is being put into practice.

At the beginning the 14 weeks seem as if they will never come to an end. When graduation is finally achieved, the recruit realizes the experience was all too short.

It is a proud moment when a recruit walks across the stage to accept his Academy diploma from Chief Cahill and Director Meehan. He is ready to initiate a career of public service second to none.

If he remains dedicated to principle and works hard he will rise through the ranks and may possibly even be chosen to wear the Chief's Star someday.



Light-hearted moment for warm-hearted cop



Two alert officers search a building

— Courtesy S. F. Chronicle



Dr. Ellis D. Sox
S.F.'s Director of Public Health

Dr. Sox reports that many patients are now restored to health by treatment at clinic

Marvel of New Anti-TB Drugs

by Virgil Elliott

CONTRARY to popular opinion tuberculosis remains a major public health problem. So stated Dr. Ellis D. Sox, in whose hands the city entrusts matters of health affecting its 800,000 citizens, for he heads the San Francisco Department of Public Health.

"The gradual and continual decrease in the number of new cases reported annually has not been due to modern therapeutic methods," Dr. Sox pointed out. "The trend was established during the early part of the twentieth century with the introduction of good public health practices, and has shown no marked deviation in recent years."

Dr. Sox explained that anti-tuberculous drugs have eliminated many of the serious complications of tuberculosis which resulted in prolonged periods of hospitalization and a high death rate. This has brought about a complete change in the treatment program.

The city provides for tuberculosis patients in a separate wing at San Francisco General Hospital, Potrero and Twenty-second Street, and at Hassler Health Home near Redwood City. Care and treatment is at the taxpayers expense for indigent patients.

Prior to 1952 patients receiving maximum hospital benefit were institutionalized eighteen months for minimal disease, and from two to five years for advanced disease. The time required to render patients non-infectious or non-communicable, as judged by sputum conversion, was frequently one year or longer. The basic principles of treatment were bed rest, adequate diet, and good nursing care; frequently supplemented with some form of collapse therapy.

In 1952 and 1953 there was a long list of patients with active and communicable tuberculosis living at home, under observation of

the Chest Clinic, who were waiting for a bed in the hospital. During 1952, there was an average daily census of 753 tuberculosis patients in San Francisco General Hospital T1 wing and Hassler Health Home. This was a record high; with a waiting list on the outside. Prior to 1956, the problem of hospital beds was so acute that the principal effort was focused upon the more cooperative patients.

Following the introduction of INH (an anti-tuberculosis drug) in 1953, the entire picture changed, according to the city health director. This drug, in conjunction with Streptomycin and PAS, when used in early disease, whether minimal or advanced, resulted in the prevention of many serious complications and death. Even in older advanced disease it was highly effective. In addition, 90 per cent of the patients with new disease con-

(Continued on Page 11)

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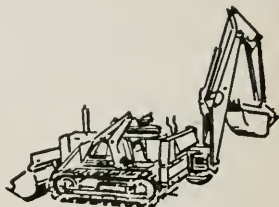
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Dobbs, James J. Sullivan.
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EX 7-0500

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111 City Hall
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David F. Supple, Consultant-Statistician
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YU 6-2950

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MA 1-0163
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Frank J. Collins, 2614 - 16th Ave.
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OR 5-1111
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J. Max Moore, 595 Potrero Ave.
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Stuart N. Greenberg, 763 Fulton St.
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PR 6-1565
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220 City Hall
Virgil Elliott, Chief

County Clerk

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Cornelius S. Shea, 375 City Hall

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TUBERCULOSIS TREATMENT—(Continued)

tered their sputum and became non-infectious after four months of therapy.

Patients did so well under the new regimen of prolonged hospitalization was not necessary for the majority. However, it has been established that most patients will require a minimum of two years of anti-microbial therapy, but usually only six to eight months of this time must be in an institution. Today, the average cooperative patient with new disease usually remains in the hospital for four to six months with minimal involvement and six to eight months with more extensive lesions. The remainder of treatment is given as an out-patient at the Chest Clinic. This has resulted in a marked increase in the actively treated patients in the clinic, and in increased HN supervision in the home, Dr. Sox stated.

This change from prolonged to short-term hospitalization with completion of treatment at home and at the clinic has resulted in marked savings to the taxpayer. Patients can be effectively treated for \$40.00 a month for total care in the clinic, whereas it costs \$700 a month in the hospital. Since 1956, there has been no list of patients with tuberculosis

waiting for admission to the hospital. The number of patient visits for active treatment in the clinic has increased from 5,771 per cent of the total visits in 1952 to 26,441 or 83.5 per cent of the total visits in 1958. A patient on active treatment receives a minimum of two, frequently three, and occasionally as many as seven clinic services per visit.

Dr. Sox explained that in order to care for the increased treatment load at the clinic it was necessary to evaluate all records in the active file and to close as many cases as possible. During this evaluation approximately 500 residents of neighboring counties were referred to the appropriate Health Department for follow-up. A large number of working patients who needed only an annual or semi-annual evaluation were referred to private physicians. The number of cases in the active files had been reduced from 18,400 in January, 1956 to 4,471 in December, 1958. During this same period the number of patient visits for active treatment increased from 19,957 to 26,441.

"This had resulted in the utilization of clinic personnel to the maximum consistent with good medical care as practiced in the community," Dr. Sox emphasized.

POLITICS TICKS

Voting time is drawing near, Democrats are set to sear And strigmatize Republicans. Who'll howl "unjustifiable" And boast of past and present plans — More or less reliable — In speeches, lengthy, terse, or terser. And vice versa.

—Ira Glassman.

BAY WINDOW—(Continued)

three choices: pray, write Washington, or call Mike Buckley!"

Mike retired as executive vice president of American President Lines in 1950 but, he continued on as a consultant to APL President George Killion and as a member of the company's board of directors. And aside from his myriad shipping activities, he found time to serve his city on the Planning Commission and on the Recreation and Park Commission.

Mike's death is San Francisco's loss. But his richly rewarding lifetime was San Francisco's gain.

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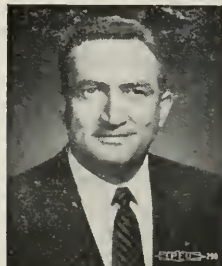
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Miller of the Muni Retires

by Ben Gaines

IT ISN'T A RAGS TO riches drama, this career story of the Municipal Railway's General Manager Charles D. Miller, but it easily could be titled "Local Boy Makes Good In Own Hometown."

Miller, Charlie to his host of friends throughout the Bay Area, retires June 1 as head of the city's transit system, after more than 52 years in the business. He was appointed Muni General Manager on October 16, 1951, after service as acting General Manager for nearly six months following the retirement of his predecessor, William H. Scott.

Muni's new General Manager is Vernon W. Anderson, 54, of 300 Crestlake Drive, its Traffic Department Superintendent for the last nine years. Anderson, a public transportation career man, came to San Francisco from Duluth, Minnesota. He began his career as a streetcar conductor in Duluth while still in college back in the middle 20's.

Miller was born into the transit industry. His father, Jacob M. was a foreman at the old Omnibus Railway cable car barn at Third and Howard Streets and his hood home was on Minna Street just a few steps away. The barn and yard were his playground from the time he was young enough to escape the vigilance of his mother, Melissa, and to down to watch his father work. And one of his favorite toys was a discarded brake shoe.

The Omnibus Railway Company with its principal line along Howard Street, spanned a considerable segment of San Francisco history, starting with horse cars then converting to cables and finally to trolley lines before vanishing from the scene in one of many consolidations which finally emerged as the United Railway, the predecessor of the Old Market Street Railway.

After finishing at old Mission High School, it was only natural for Charlie to look for a job on a railroad, and it wasn't hard him to get on a payroll. He had "connections" and workers wouldn't insist on starting at the were in demand.

That was in 1907 and San Francisco was rebuilding after the 1906 earthquake of 1906. Miller started as a repairman and worked his way up through the ranks to foreman, general foreman, assistant superintendent of equipment, superintendent of motor car maintenance, and finally to superintendent of equipment of the Market Street Railway.

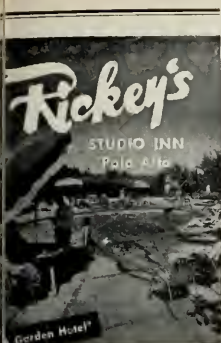
Then, suddenly on September 1944, he found himself a civil servant, working for the Municipality.



Dreaming of the future?
Miller about 40 years ago



Old chief welcomes new chief:
Charles D. Miller (left) and Vernon W. Anderson



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Railway. The purchase contract provided that the city should take over the Market Street Railway employees, and Miller, a top operating executive, went along for the ride.

He took with him his Superintendent of Equipment title and shared the work with a Muni veteran who was "Superintendent of Equipment and Overhead Lines." When the Muni man retired a few years later, his title was abolished and Charlie was head man of equipment and stayed in that post until he succeeded Scott.

Miller was a part of the transition of public transportation from cable cars and the old "iron horse" two-man type of streetcars to the modern diesel buses, trolley coaches and streamlined one-man streetcars which carry more than 650,000 San Francisco riders each weekday.

Miller's wife of 35 years, Julia, says Charlie never had a hobby, although he does enjoy reading in his spare time, when he has any. His work has been his life and seldom will you find a man who has enjoyed his work more thoroughly. At almost any hour of the day or night, weekdays, Sundays or holidays, Charlie might be found in almost any part of the city "checking the action" on his beloved "Muni."

Charlie plans to inaugurate his retirement by taking a busman's holiday. He and Mrs. Miller leave San Francisco the middle of June for an extended tour of Europe. And while Julia wants to see the many historically famous landmarks, he is most interested in the London Underground, the Paris Metro, the Wuppertal, Germany, monorail and the subway system started in Rome by Mussolini. He wants to ride the surface transit lines, too, so that he can compare European public transit service with that of his native San Francisco.

The Millers' four-month tour will take them to England, France, Italy, Belgium, Holland, Germany, Denmark, Norway and Sweden. And when he returns home next October, general manager emeritus, he'll probably give the Muni management some tips on how to improve service for its riders.

Before his departure on this well-deserved holiday, however, Charlie will be the guest of honor at a dinner sponsored by his fellow workers at the Jack Tar Hotel on June 2, with city officials, civic leaders, transit industry chiefs and professional organizations in attendance.

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PROPOSITION A

More than \$2,000,000 of art exhibits from the fabulous Avery Brundage Oriental art collection are on public display through June 7 in the M. H. de Young Museum.

The display is part of the \$18 million Brundage collection that has been offered to the city as a gift provided the city builds a suitable wing to house the art objects.

There will be a \$2,725,000 bond issue on the June 7 ballot providing for the construction of a wing to the de Young Museum, adjacent to the world famed Japanese Tea Garden.

Many art experts have labeled the collection as the finest of its kind in the world.

The Brundage collection includes ancient Chinese bronzes and ceramics, some of them dating back as far as 1500 B.C. Chinese jades of all periods, ancient to modern, are represented.

Japanese art is broadly represented by magnificent sculptures, screens, lacquers, prints and ceramics. The rapidly vanishing art of Tibet is also represented with numerous fine objects.

There is also a collection of Persian pottery and bronzes, and sculptures from China, India and Indonesia, ranging from ancient to modern.

Although the collection is strongest in these various fields, it also includes Greek and Roman vases, bronzes, terra cottas and glass.

Some of the pieces that will be on display include a dancing Krishna, an elaborate carving of florid style from 17th century India and a Chinese stone praying figure of the Suy period, 581-618 A.D.

Another interesting exhibit will be a six-panel painted screen of Prince Genji, one of the noble figures of ancient Japan. Prince Genji was a great admirer of women and this particular screen shows many aspects of his amorous adventures.

There is a book written in the year 1000 A.D. of Genji titled "The Genji Monogatara," by Lady Murasaki.

Another interesting object in the collection is a vessel frequently used in the early dynasties and called a yu, a covered jar with a swinging handle.

The collection is very strong in bronzes of the Shang Dynasty (circa 1525-1028 B.C.)

UNITED COMMUNITY FUND

The Mayor's 100-member Committee on the Aging, assisted by United Community Fund of San

Francisco (San Francisco's United Crusade), is holding a series of meetings during May and June problems confronting San Francisco's older citizens, Austin Morris, chairman of the Mayor's Committee, announces in preparation for a city-wide, all-day San Francisco Conference on the Aging to be held at Nourse Auditorium June 23.



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Memo for Leisure

AFTER a triumphant run on Broadway, "Look Homeward, Angel" comes to the Alcazar Theatre on June 13 for a limited engagement. This play by Ketti Frings received the Pulitzer Prize and the New York Critics' Award. It is based on Thomas Wolfe's novel, and has been given acclaim as a significant addition to American theatre which combines stirring beauty with wild, lusty humor.

Miriam Hopkins' performance has been hailed as the finest of her career. The cast includes Gilbert Green, Michael Ebert, Florence Sundstrom, Barbara Stanton, Lee Richardson and Phil Arthur.

ONE OF THE MOST eagerly-awaited presentations of the theatrical world is Joshua Logan's production of "The World of Suzie Wong," which is set for three and a half weeks only at the Geary Theatre beginning Wednesday night, June 29. Matinee performances will be given on Wednesdays and Saturdays plus Thursday, June 30. There will be no matinee June 27. This lavish production is being presented by David Merrick, Seven Arts Productions, Inc., and the Mansfield Productions.

Featured with this large company of "The World of Suzie Wong," involving multiple sets, opulent costumes, exotic atmosphere of Hong Kong, with exciting music to match, the producers have come up with Tom Helmore of "My Fair Lady" fame, Jeri Miyazaki, Robert Elston and Chase Crosley in the principal roles, plus an international cast of forty, a veritable replica of the Eurasian world.

"The World of Suzie Wong" is probably one of the largest non-musical shows to hit the American stage in years with its twelve gorgeous scenes depicting the Hong Kong of today. The love story, taken from the best-selling novel by Richard Mason and adapted by Paul Osborn, concerns a charming Chinese courtesan, Suzie, and her lover, Robert Lomax, a Canadian artist. They have to contend with two different worlds and a myriad of would-be friends, including a sophisticated English girl in love with the artist, and a wealthy roue who is possessed of the glamorous Chinese beauty of pleasure.

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GROWTH OF AN AIRPORT

JUL 1 1960

(PERIODICAL DEPT.)

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SAN FRANCISCO AND THE BAY AREA

PROFILE OF AN AIRPORT
ROBERT ROCKWELL

**WHAT THE MAYOR SAW
IN RUSSIA**

WOMAN OF THE MONTH:
MRS. JOHN M. DOUGLAS
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PEOPLE AND PROGRESS



TRAVELLER'S EYE VIEW OF S.F. INTERNATIONAL AIRPORT

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WHAT'S YOUR LINE? As City Hall prepares to wind up another fiscal year — it ends, as usual, on June 30 — the merry old dome is buzzing over the first fruits of the classification survey being conducted for Civil Service by the J. L. Jacobs company, national organization of efficiency experts.

After almost a half-year of intensive field work and paper work, head-scratching and ore paper work, crystal ball-gazing and all more paper work, navel-contemplating, and further paper work, the experts are completing a list of proposed classifications designed to make sense of the multitudinous positions in the massive framework of city government.

Already the first fruit of the experts has left a bitter taste in too many municipal mouths. The status quo is a precious thing indeed and attempts to change it, for better or for worse, are being greeted with suspicion, murmuring and even muttering.

The next step by the efficiency experts, which will be The Crucial: Within the month the Jacobs people will release descriptions of the various positions.

FACE OF THE CITY: When the architects from all over the country recently converged on San Francisco many significant, far-reaching and sometimes ponderous comments ensued, all duly recorded by the press.

One of the architects won our hearts completely, and we feel foolish to admit that his name is unremembered. For his summation of this fair city was litingly perceptive.

"The architecture of San Francisco," this splendid gentleman said, "has this very great virtue: It does not dwarf the individual."

He went on to note that, true, we do have an aged embroidery of gingerbread, we do have endless rows of identical structures overlaying the western districts, we do have intensely confusing street networks, still he understood the requirements of San Francisco's rugged geography and flamboyant history sufficiently to have made the above wonderfully discerning observation.

The nameless architect was so right. For here is where people are not overwhelmed by canyons of concrete. Here is where buildings must be rooted not only in physical foundations but in the city's sense of history.

There have been violations, some of which are apparently past the point of possible reparation, over which we can do nothing more than to droop our heads in sorrow. The desecration of the view of the Ferry Building is a grim example, together with some of the strangulating freeway horrors. In a lesser category, an example of civic venial sinning, is the Jack Tar which may still integrate and lose its Texas-foreignism.

PIGEONS, ALAS: When the brave young men of the Junior Chamber of Commerce publicly announced that they had taken a stand in connection with pigeons, The Examiner's account summed it up with: "The Junior Chamber gave the pigeons 24 hours to get out!" The precis, really, was too pithy.

For we thought the report issued by the Pigeon Survey Committee of the Junior Chamber was worded with careful and even thoughtful restraint. True, in essence the report recommended that the pigeons should and must go, but no 24-hour deadline was given the hapless birds.

Instead, the committee felt that the Board of Supervisors "should be induced to consider necessary legislation to effect proper

remedial action." And added that "all remedial action affecting the disposition of pigeons should be conducted under the supervision of the S.P.C.A. to assure their humane treatment."

Nothing inflammatory there, certainly. But the pigeon lovers lobby went into such frenzied action, bombarding the Junior Chamber with so many disapproving letters, that the organization of brave young men issued the following statement:

"Those who disagree with the views of the Junior Chamber should make their opinions known to the officers of the government of San Francisco and not to the Junior Chamber of Commerce."

Supervisors, do you recognize a buck when it has been passed?

EVERYBODY HAPPY? Art-loving San Franciscans, and they apparently are in the reassuring majority, scored a major victory for culture by overwhelmingly voting a \$2,725,000 bond issue to assure the city's keeping the world-famous Avery Brundage collection of Oriental art. The bond funds will construct a new wing at DeYoung Museum to house the collection, valued at more than \$14,000,000.

You are, of course, familiar with the results of the California presidential primary popularity contest which saw both Vice President Nixon and Governor Brown claim massive victories — an apparent mathematical impossibility, yet a very sound situation, politically.

A number of interesting run-offs developed for the November elections in the Assembly districts. New-comer Thomas R. Dolan, a cousin of Board of Supervisors Clerk Bob Dolan, won the Republican privilege in the 19th District to face the hardy perennial Democratic incumbent, Charles W. Meyers. And Democratic Frank Brann showed surprising strength to defeat Bernard Brady in the 22nd; he'll run against incumbent John Buserud.

The Democrat's stormy petrel, Philip Burton, will again be challenged by Republican A. H. Muschi for the 20th District Assembly slot — the same slot for which Tommy Maloney had established a unique

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JUNE, 1960

VOLUME 27

NUMBER 5

San Francisco boasts the oldest major civilian airport on the Pacific Coast, which serves more than 12,000 passengers a day

Profile of an Airport

by Robert Rockwell



S. F.'s gateway to the world is home territory for Mayor Christopher

TO ITS POPULATION of transients, well over 12,000 a day, the S.F. International Airport is a fascinating and exciting city in itself. Whether you are outbond on a long-planned vacation, returning home from a business trip or just a spectator watching the other spectators as the planes arrive and depart, the Airport, with its constant hustle and bustle and authentic international flavor, is a real tourist attraction.

The Airport is as cosmopolitan as the City of San Francisco and, with the advent of jet travel and polar flights to Europe, can truly be called "Gateway to the World."

This Airport is the oldest major civilian airport on the Pacific Coast. It was dedicated May 7, 1927, and at the time provided a rolled dirt runway some 1,900 feet long.

In the dedication ceremonies, Mayor James Rolph, Jr. (who was to become Governor of California) praised the "forward-

looking vision" of San Francisco and promised that "when completed" this Airport would be one of the finest and most thoroughly equipped fields in the country.

That prophecy is fulfilled today when it is realized that most of this area was under San Francisco Bay until it was filled in to create this gigantic 2,100 acre field, twice the size of S. F.'s Golden Gate Park.

Four runways, the longest almost two miles, are equipped with the latest navigational aids, including radar, high-intensity lighting, and center line approach systems. The prevailing winds are from the west and northwest and meteorological conditions, although a little windy at times, are quite favorable.

The easterly and northerly sides of the Airport extend into San Francisco Bay. Flight patterns have been established in a manner that provides for a maximum number of landings and takeoffs over the Bay,

thus minimizing flying over residential areas.

At the present time, 13 scheduled airlines, landing or taking off almost every two minutes and operating domestically; internationally, utilize the San Francisco International Airport handling more than 12,000 passengers a day or over four million passengers a year. The carriers are:

- American Air Lines
- British Overseas Airways
- Flying Tiger Line
- Japan Air Lines
- Lufthansa German Airlines
- Pacific Air Lines
- Pacific Southwest Air Lines
- Pan American World Airways
- Qantas Empire Airways
- Trans World Airlines
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The prophecy of Mayor Rolph for S. F.'s airport approaches fulfillment.



With their interesting "down-under" name, (recalling early days of the "Queensland and Northern Territory Aerial Service"), Qantas world-spanning airlines are distinguished and regular visitors.

The Federal Government provides for the processing of international passengers as well as all of the various aids to navigation required for the safe flow of air traffic. Air traffic is constantly increasing, both passengers accommodated at the Airport and airplane arrivals and departures: for instance, April 1960 traffic figures showed an increase of 21.0% passengers as compared to the same period last year. Total for April 1960 was 419,636 as compared 346,700 for 1959.

A total of 11,924 scheduled aircraft operations for this same month was recorded by the Federal Aviation Agency at the Airport as compared to 11,001 for the same month last year, a percentage increase of 8.4%.

Total mail (air mail and first class mail) for this same month was recorded by the Federal Aviation Agency at the Airport as compared to 11,001 for the same month last year, a percentage increase of 8.4%.

Freight moving through San Francisco for April 1960 showed a 6.9% increase and express shipments were also up 8.8% over the same month in 1959.

The storage of aviation fuel on the Airport provides for a capacity of 4,800,000 gallons. Present deliveries amount to 84 million gallons per year. Underground fueling systems have been installed at the gate positions and there is a special tank farm area which accommodates fuel tanks.

The capital investment of the Airport, for June 1959, amounted to \$55,850,349, financed by the City and County of San Francisco through a series of general obligation bond issues.

In addition, more than \$25,000,000 has been invested in improvements by tenants with approximately \$9,000,000 having been invested in the fiscal year ended June, 1959. One facet of the Airport's economic impact on the peninsula area is shown in its

provision of employment for more than 12,000 persons on a full-time basis with an annual payroll of \$75,000,000.

Based on the 1959 population estimates and using percentage figures compiled from a survey in 1956, it has been determined that there are more than 10,000 San Mateo County residents employed at the Airport, and of the total \$75,000,000 payroll, they account for 76%, or \$57,382,000.

But neither commercial air travel nor economics constitute the whole story of the Airport.

Preliminary plans are being prepared for a second terminal building which will cost approximately \$8,500,000 and will provide additional apron areas to accommodate 16 large jet aircraft.

It is anticipated that this facility will be completed by 1963 and it is expected that this and other comprehensive improvements will increase the capacity of the Airport's terminal area to accommodate 9,000,000 passengers per year.

In 1954 a 45,000 square foot airmail and cargo building was placed in service and this facility has now been supplemented by two additional cargo buildings, dedicated in April of this year, and which will provide 74,000 additional square feet area of indoor cargo area.

In addition, nine aircraft loading positions have been constructed adjacent to the cargo area.

Some idea of the magnitude of construction to be performed at the Airport for the coming months is evidenced by the fact that over four million dollars will be spent for such projects as landing field reconstruction, runway extensions, circulation roads, preliminary development of maintenance base areas, terminal building improvements and runway lights.

The Airport must naturally grow in

order to keep up with the ever-changing picture of modern air travel. And growth presents problems of an ever increasing magnitude.

It is fortunate that the representatives of the City and County of San Francisco initially responsible for the conception, design and operation of the Airport have also been able to meet the challenge of the present, and more important, are able to plan ahead confidently towards an even greater future.

We hope that the San Francisco International Airport will be an ever increasing source of pride to the industry, the airlines, the visitor, and most important, its owners, the people of San Francisco and the surrounding communities.

Bay Window

(Continued from Page 3)

incumbency record before being dethroned by Burton.

An interesting, but not unusual, aspect of the election in San Francisco was the accuracy of the prediction by Registrar of Voters Thomas A. Toomey that 63 percent of the registered voters would visit the polls. As it turned out, 64 percent voted.

This was not unusual because Tom Toomey, one of the most perspicacious public officials in the city, has an uncanny record of prognostications that are rarely more than one or one and a half percent off actual results, and frequently are squarely on the button.

After the election, Toomey turned his remarkable forecasting ability five months ahead to predict that San Francisco would poll an 85 percent vote at the November election. At that time there will be a new Registrar of Voters: Tom Toomey will have retired.

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CALIFORNIA



Bright-eyed observers of the current scene, both at home and abroad: S. F.'s Mayor and his wife.

On his return from the Soviet Union, where he was the guest of Nikita Khrushchev, Mayor Christopher gave his impressions of life in Russia in a number of speeches from which we quote significant extracts:

Perspectives on Soviet Life

continue higher studies. But entrance examinations are severe, and all students must attend classes 6 days a week. In this category the Soviet people are working hard.

I ASKED ABOUT the wages of teachers, because we hear about the superior rates of teachers' pay in the Soviet Union. The teachers in the elementary schools earn from 1,100 to 1,200 rubles per month. The higher classified professors can earn up to 5,000 rubles per month. Since the state must eventually hire all trained teachers, doctors, engineers and other professional people, the curriculum is set far ahead in accordance with the birth rate. Thus, they know how many school teachers, engineers and doctors they will have 25 years from today.

Their schools carry on athletic competitions, but they also carry on competitions among the cultural and scientific classes, as well. The receipt of one of the coveted medals by a student is a signal honor. One student receiving such a medal had designed a new type of helicopter. It was interesting to note that 60 per cent of the Moscow University students are in scientific studies. 80 per cent of the students receive subsidies ranging from 500 to 780 rubles per month, depending upon their marks.

Director of the Moscow University had visited the University of California, and I asked him to compare the two universities. He stated that with the exception of our atomic laboratory, their university is much better equipped for new experiments and scientific research. They are very frank to claim superiority of their methods in every educational phase. They can boast of having 110,000 women scientists in the U.S.S.R., and they also claim to have over 280,000 research workers doing scientific work.

THE AVERAGE WORKER earns between 800 and 900 rubles per month. He receives an advantage in his rent which is subsidized, costing only \$4 per month. Medicine costs nothing at all. But let us also check the daily needs of living. Shoes cost 200 to 300 rubles, or about 10 days' wages. A fair suit costs 800 to 1,000 rubles, which is a month's wages. Can you imagine an American worker being compelled to spend a month's wages on just one suit? A table model television costs about 2,500 rubles, or 3 months' wages. One shirt costs 150 rubles. A small car costs about 40,000 rubles, or about four years' pay for the average worker. Which American worker would like to work 46 hours a week for four years just to buy a car?

I TALKED to some buyers of steel who had come to Russia for that purpose. These buyers were from countries not in a Soviet orbit, yet they bought Soviet steel, and they quoted me a savings of approximately \$400,000 on one order of structural steel. The United States and England could not compare the Soviet prices. This means that in a fixed socialist economy the Soviets can revitalize any competitive item and subsidize it through State control. This is, indeed, tough competition, for they have increased their steel production from 15 million tons in 1950 to over 60 million tons in 1959.

THE LENINGRAD Metal Works is a huge machine tool plant, and the turbines they produce here are about 3 times as large as the turbines at Grand Coulee Dam. The average beginner earns about 800 rubles, about \$200 per month. They can go up to 2,500 rubles for engineers, and the top plant director receives 5,000 rubles per month, about \$1,250. A plant employing over 15,000 persons, as this one does, requires considerable responsibility. Here, I believe, talent is being used to subsidize government operations. What else can you call the difference between the frozen 5,000 rubles this director was receiving, and his actual worth under a system of free enterprise? They work 46 hours a week and settle their labor differences through a "Conflict Committee." The decision of the Conflict Committee is final—no strikes.

It is from such operations as this plant that the Soviets are able to finance major research projects as the one at Dubna, 100 miles from Moscow, where 5,000 scientists are engaged in atomic research.

THEIR NEWSPAPERS are 4-page publications, with no advertising, no feature articles, no articles contradictory to their editorial policy—nothing but straight, government-approved news. Incidentally, the newspaper Pravda which we visited, has a circulation of 6,300,000. It sells for 20 kopecks when it has 4 pages, and for 30 kopecks when it has 6 pages.

THE AVERAGE STORES are poor stocked by our standards. There are institutions such as our local supermarkets. One large Kiev market, the meat was wrapped in a newspaper and handed to the buyer exposed. The store fronts are practically identical and the only thing that will ever change this drab situation is for two alert merchants to start competing with each other.

IN EVERY CITY I asked the mayors and the governors about crime and juvenile delinquency. At first I was skeptical about their answers. They all shrugged off the extent of crime—not more than 7 or 8 murders per year in the large cities, they said, and juvenile delinquency is negligible because it is policed by a "People's Guard." Robberies and holdups are practically non-existent, they said. My skepticism eventually gave way as I delved into the figures in each of the cities. While I cannot believe that their murder rate, for instance, amounts to only 6 or 7 per year in a city of over 5 1/2 million people, I am convinced that their crime rate is negligible by comparison to the major cities of America.

They are proud of their Moscow University, 33 stories high, with 25,000 students—10,000 boarding on the premises at \$2.00 per month. Education is compulsory for 15 years in the Soviet Union, and the able student has no difficulty being subsidized if he desires to

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289 City Hall
Sherman P. Duckel
Miguel Mignola, Executive Assistant
HE 1-1212

CONTROLLER

109 City Hall
Harry D. Ross
Wren Middlebrook, Chief Assistant Controller
HE 1-1212

LEGISLATIVE REPRESENTATIVE, FEDERAL

Maurice Sheen, 940 25th St. N.W., Washington, D.C.

LEGISLATIVE REPRESENTATIVE, STATE

223 City Hall
Donald W. Cleary
El Mirador Hotel, Sacramento, during Sessions
MA 1-0163

DEPARTMENTS UNDER THE MAYOR

ART COMMITTEE

100 Larkin
Meets 1st Monday of month 3:45 P.M.
Harold L. Zellerbach, President, 1 Bush St.
Bernard C. Begley, M.D., 450 Sutter St.
Mrs. Albert Camponedico, 2770 Vallejo St.
Harold Gilliam, 233 Telegraph Hill Blvd.
Nell Sinton, 1020 Francisco St.
John K. Hagopian, Mills Tower
Betty Jackson, 2835 Vallejo St.
William E. Knuth, S. F. State College
Clarence O. Peterson, 116 New Montgomery St.
Joseph Escherich, 2055 Powell St.

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President, California Palace Legion of Honor
President, City Planning Commission
President, de Young Museum
President, Public Library Commission
President, Recreation and Park Commission
Joseph H. Dyer, Jr., Secretary

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100 Larkin St.
Meets every Thursday 2:30 P.M.
Joseph E. Tinney, President, 2317 Mission St.
Louis Mark Cole, 1958 Vallejo St.
Philip Dindia, 536 Bryant St.
Gardner W. Mein, 315 Montgomery St.
Mrs. Charles B. Porter, 142 27th Avenue
HE 1-2142

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Chief Administrative Officer
Manager of Utilities
James R. McCarthy, Director of Planning
Thomas G. Miller, Secretary

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151 City Hall
Meets every Thursday at 4 P.M.
William A. Lohman, President, 351 California St.
Wm. Kilpatrick, 827 Hyde St.
Hubert J. Sober, 155 Montgomery St.
George J. Grubbs, Gen. Mgr. of Personnel
HE 1-2121

DISASTER CORPS

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Rear Admiral A. C. Cook, USN (Ret.), Director
Alex X. McCausland, Public Information Officer
HE 1-21

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135 Van Ness Avenue
Meets 1st and 3rd Tuesdays at 7:30 P.M., 170 Fell St.
Elmer F. Skinner, President, 230 Fell St.
Mrs. Lawrence Draper, Jr., 10 Walnut St.
Adolfo de Urteaga, 315 Van Ness Ave.
Charles J. Foch, 55 Fillmore St.
Samuel Ladd, 111 Sutter St.
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Dr. Harold Spratt
Superintendent of Schools and Secretary
UN 3-45

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Mrs. Raymond E. Alderman, 16 West Clay Park
Terry A. Francois, 2085 Sutter St.
Peter E. Hazz, 938 Battery St.
Mrs. Bertha Metro, 333 Turk St.
Nat Schulowitz, 625 Market St.
John Francis Delury, Executive Director
HE 1-2121

FIRE COMMISSION

2 City Hall
Meets every Tuesday at 4 P.M.
Walter H. Duane, President, 220 Bush St.
Edward J. Kimmitt, 601 Polk St.
Bert Simon, 1350 Folson St.
William F. Murray, Chief of Department
Albert E. Hayes, Chief, Division of Fire Prevention & Investigation
Thomas W. McCarthy, Secretary
UN 1-80

HEALTH SERVICE SYSTEM

61 Grove St.
Meets 2nd Tuesday of month at 4 P.M.
Donald J. McCook, President, 220 Montgomery St.
George W. Coniffe, 1627 25th Ave.
Donald M. Campbell, M.D., 977 Valencia St.
Frank J. Collins, 2614 16th Ave.
Thomas P. O'Sullivan, 1340 Powell St.
Walter E. Hood, M.D., Medical Director
HE 1-2121

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City Attorney

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440 Turk St.
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Al F. Mailoux, City Controller
Charles R. Greenstone, 2 Geary St.
Charles J. Jung, 622 Washington St.
Jacob Slemmon, 948 Sutter St.
John W. Beard, Executive Director
(1R) 1-51

PARKING AUTHORITY

316 Golden Gate Ave.
 Meets every Thursday, 4 P.M.
 E. Sullivan, Chairman, 51 Lopez Ave.
 J. E. Jellick, 310 Arhale Drive
 J. Balzer Peterson, 2910 Vallejo St.
 David Thomson, 1842 Jefferson St.
 John B. Wootter, 201 Darian Way
 Thomas T. Fisher, General Manager
 Vining J. O'Toole, Secretary

HERMIT APPEALS, BOARD OF

227 City Hall
 Meets every Wednesday at 3:30 P.M.
 William L. West, President, 265 Montgomery St.
 Vincent H. H. Davis, 984 Union St.
 Peter Tamara, 1200 Harrison St.
 Max Moore, 598 Potrero Ave.
 Lawrence J. Walsh, 2450 - 17th St.
 J. Lynn Mattox, Secretary

POLICE COMMISSION

Hall of Justice
 Meets every Monday at 4:30 P.M.
 Paul A. Bassinger, President, Davis and Pacific Sts.
 Harold R. McKinnon, Mills Tower
 Thomas J. Mellon, 350 First St.
 Thomas Cahill, Chief of Police
 Alfred J. Nelder, Deputy Chief of Police
 L. Thomas Zaragoza, Director of Traffic
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 Capt. John T. Butler, Department Secretary

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 Meets 1st Tuesday each month at 4 P.M.
 Joseph M. Fanucci, President, 511 Columbus Ave.
 A. Allen Hill, 2nd St. Rafael Way
 John E. Gurech, 300 Montgomery St.
 Joseph McGregor, 675 California St.
 Wm. William Turner, 1642 Broderick St.
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 Thomas W. S. Wu, D.D.S., 1111 Stockton St.
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 Frank A. Clavore, Jr., Secretary

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287 City Hall
 Meets every Tuesday at 2 P.M.
 Joseph Martin, Jr., President, 400 Montgomery St.
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 Tom Freckler, 851 Howard St.
 Stuart N. Greenberg, 765 Polom St.
 Thomas P. White, 400 Brannan St.
 Robert C. Kirkwood, Manager of Utilities
 R. J. MacDonald, Secretary to Commission

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 Bedford Brown, Manager
 Fire, 425 Mason St.
 Harry E. Lloyd, Chief Engineer and General Manager
 Municipal Railway, 949 Pershing Ave.
 Charles D. Miller, Manager
 Personnel & Safety, 901 Presidio Ave.
 Paul J. Fanning, Director
 Public Service, 287 City Hall
 William J. Simone, Director
 Water Department, 425 Mason St.
 James H. Turner, General Manager

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 Meets 1st and 3rd Tuesdays each month at 9 A.M.
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 Nicholas A. Lewis, 229 Montgomery St.
 Mrs. John J. Murray, 1106 Potrero Drive
 Jacqueline Smith, 557 Tenth Ave.
 Frank H. Sloan, 531 California St.
 Ronald H. Born, Director of Public Welfare
 Mrs. Eulalia Smith, Secretary

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 Dr. Francis J. Herz, 450 Sutter St.
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 M. Justin Herman, Executive Director
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 Frank A. Flynn, 1690 - 27th Ave.
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 Martin Morgan, 317 City Hall
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 Cornelius S. Shea, 375 City Hall
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 Thomas A. Toomey, 167 City Hall
 Records
 J. J. LeGuennec, 150 Ottis
 Tax Collector
 Louis Cond, 107 City Hall

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 Hauler Health Home, Redwood City
 Dr. Su T. Tsao, Superintendent
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 Louis A. Moran, Superintendent
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 Dr. T. E. Albers, Superintendent
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 Earl Blake, Adm. Superintendent

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 R. Brooks Lattin, Assistant Director, Administrative
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 Architecture, 263 City Hall
 Clifford J. Geerts, City Engineer
 Building Inspection, 275 City Hall
 Robert C. Levy, Superintendent
 Building Repair, 2323 Army St.
 A. H. Henberg, Superintendent
 Central Permit Bureau, 286 City Hall
 Sidney Franklin, Supervisor
 Engineering, 199 City Hall
 Clifford J. Geerts
 Sewer Repair & Sewage Treatment, 2323 Army St.
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 Street Cleaning, 2323 Army St.
 Bernard M. Clouty, Superintendent
 Street Repair, 2323 Army St.
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 George Stanley, Supervisor

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San Francisco

Public-spirited Mrs. John M. Douglas

by Frances Watson

WHEN MRS. JOHN M. DOUGLAS refers to the "fabulous fifties" she is talking about her own age and the exciting horizons which have come into view now that she has time to take part in state-wide and nation-wide, as well as community-wide, welfare activities.

This spring is a busy one for this pint-sized dynamo with the sparkling brown eyes.

She is a delegate from San Francisco to the White House Conference on Children and Youth being held the latter part of March in Washington, D. C. As co-chairman of the local planning committee for this gigantic conference, she took leadership in compiling facts on San Francisco's children and youth for use in the deliberations of community leaders and child welfare experts from all 50 states.

Shortly after her participation in this national conference she'll engage in preparations for the annual conference of the California Association for Health and Welfare to be held May 1-4. She is slated to be the next vice-president of this state organization concerned with prevention and solution of social problems in California.

These national and state-wide activities will divert her only temporarily from the community service job which has claimed almost her full attention for the past few years. As chairman of the Hunters Point Committee of United Community Fund she has been working at the two-way task of acquainting the residents of this area with the social services available to them, and convincing old-time San Franciscans that, for the sake of the health and welfare of all, these newcomers must be considered part of the community as a whole.

Under her leadership, the Hunters Point Committee has conducted annual Health Fairs stressing the value of regular health check-ups for children, chest X-rays for all ages, and the services of various community agencies for help in solving personal and family problems. Due to the committee's ac-

tivities, street lighting has been improved, recreation services expanded, and a program of teaching illiterate parents to read has begun.

Mrs. Douglas has been active on one or more committees of United Community Fund and its predecessor organization, Community Chest of San Francisco, for more than 10 years. She was chairman of the first Town Meeting on Juvenile Delinquency, in San Francisco in 1954. This meeting served as a pattern for similar meetings held in other cities of the State at the suggestion of the Governor's Committee on Children and Youth.

She currently is president of Recreation Center for the Handicapped, Inc., and of the Catholic Conference of Social Work. She is a board member of Big Brothers, Junior Red Cross and Catholic Charities of the Archdiocese of San Francisco.

Mrs. Douglas, who was born in central Nevada in desert mining country, planned to study social

work after her graduation from the University of Nevada but "the right man" and three daughters came along in rapid succession. Last summer she received a certificate in social work from University of California for her academic studies at UC Extension.

Mrs. Douglas served her apprenticeship in the welfare field in San Francisco through her work with Girl Scouts (she has her 20-year pin), and PTA.

In Girl Scouts she became interested in working with handicapped troops. She made puppets for the girls as a means of expressing themselves when physical activity or speech was beyond their capacity. This led her to develop puppet and doll collecting as a hobby. She is a member of the San Francisco Doll Club and frequently exhibits her collection. Her specialties are 19th century wooden dolls and china head dolls.

She also sews all her own clothes, and makes many garments for her daughters and grandchild-

ren.

Two of Mrs. Douglas's daughter prepared for careers in the health and welfare field.

Mary Margaret (Mrs. John Reid) who has a master's degree in social work is busy now with her three sons and one daughter in Hayward.

Jeanne (Mrs. Vernon Judt) trained as a public health nurse. She now lives in El Cerrito with her husband, two daughters and son.

Nancy (Mrs. Raymond Weese) was in the Women's Air Force before she acquired a husband, two sons, and a home in Novato.

"They all live close enough for me to see them often, but a little too far for baby sitting," Mrs. Douglas says.

"I enjoyed the years when my family was growing up," she says. "But I think I've enjoyed the recent years more than any other period of my life. I've had the opportunity of working with such wonderful people. It's meant full fillment in life."



Mrs. Douglas shows dolls, which are over 100 years old, to grandchildren Patrick and Joanne Judt.



Mrs. Douglas interrupted in showing a map of Hunters Point to Recreation and Groupwork staff consultant Mrs. Kay Grant of S. F.'s United Community Fund.

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PEOPLE AND PROGRESS

HONOR FOR DAN LONDON

Dan E. London, president of the San Francisco Chamber of Commerce and managing director of the St. Francis Hotel, has recently been awarded the gold cross of merit for services to the Republic of Austria.

Karl Weber, Austrian consul in San Francisco, presented the award—one of the country's highest—on behalf of Austrian Ambassador Wilfried Platzer. It was accompanied by commendations from President Schaefer and Foreign Minister Kreisky.

The ceremony took place at a reception in the Presidential Suite of the St. Francis Hotel.



Dan London (left) and Karl Weber

REDWOOD EMPIRE MANAGER

Clyde Edmondson retired on April 1, 1960, from the post of General Manager of the Redwood Empire Association, after 34 years with the organization.

During his time with REA, Edmondson undertook promotional campaigns, first, to interest citizens in the desirability of building a bridge across the Golden Gate and, secondly, in obtaining state and federal monies for that and other highway improvements.

Other legislative promotions spearheaded under the supervision of Edmondson include the continuation of the gas tax levy, the repeal of the federal freight transportation tax, federal aid funds on a matching basis for publicly-owned airports, subvention of the aviation fuel gas tax, the establishment of the State Craft Harbor Commission, the promotion of peace and trade and the defeat of the proposed diversion of funds

Over the years Edmondson has been active in making the famed redwood empire of California more accessible and more enjoyable to tourists. He has also promoted wholeheartedly all enterprises of value to this part of the state.

Commenting on the activities of the REA, Edmondson said:

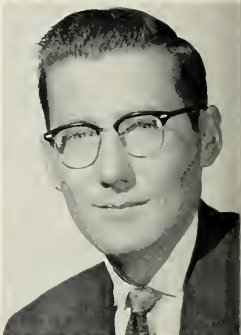
"When the detailed history of the Redwood Empire Association is written, and its accomplishments fully recounted, due credit should be given that great army of progressive men and women, many of them with real western pioneer blood and vision, who have for years given their time, thought,

Town Association, in a recommendation to the City Department of Public Works. The Downtowner have been looking for a way to have both light and tradition of Market Street for three years. They tackled the problem after a sampling of public opinion left no doubt that San Franciscans want to keep their classic three spired candelabra on Market Street," Anderson said.

Mercury-vapor lighting elements that fit inside the oval-shaped globes will solve the problem, the association's recommendation states, modernizing the globes and posts that were specially designed for Market Street before they were



Clyde Edmondson



Carney J. Campion

effort, energy and funds—to accomplish the achievements of their Redwood Empire Association."

Upon the advice of his physicians, Edmondson resigned his post. However, he was retained in a consultant capacity.

His successor as General Manager is Carney J. Campion, who resigned as secretary-manager of the Redwood Region Conservation Council, with headquarters at Santa Rosa, to accept this post with the REA.

S. F.'s PATH OF GOLD

San Francisco's "Path of Gold" Market Street lampposts can be made to double their illumination effectiveness, yet go on looking like the wonderful Victorian relics that they are—sentimental mementos of the 1915 Panama-Pacific International Exposition.

This happy solution to a vexing problem was reported by L. Harold Anderson, President of the Down

town Association, in a recommendation to the City Department of Public Works. The Downtowner have been looking for a way to have both light and tradition of Market Street for three years. They tackled the problem after a sampling of public opinion left no doubt that San Franciscans want to keep their classic three spired candelabra on Market Street," Anderson said.

Mercury-vapor lighting elements that fit inside the oval-shaped globes will solve the problem, the association's recommendation states, modernizing the globes and posts that were specially designed for Market Street before they were installed in 1916. Mercury-vapor lamps will double the light intensity from each standard, using less power than now is required by the incandescent lamps, Anderson explained.

Market Street's "Path of Gold" grew out of a desire by San Franciscans to preserve something of the 1915 exposition by lighting the city's principal thoroughfare in a manner similar to that used along the avenues of the fair. W. D'Arcy Ryan, the engineer responsible for the exposition's remarkable lighting, was retained to design the "Path of Gold." A sculpture of the "Winning of the West" by Arthur Putnam decorates the base of each pole. The Down Town Association had a major role in the project at that time.

Newspapers reported the then-new lighting as "an epoch in the history of street illumination." A parade up Market Street and a masked ball at City Hall celebrated

their first turning-on October 4, 1916.

"That kind of San Francisco character and tradition should be preserved," Anderson said, "and we're pleased that a way has been found to accomplish it while still attaining modern lighting. We are confident that we have the enthusiastic approval of San Francisco citizens accompanying their recommendation to the Department of Public Works."

Anderson praised the efforts of city employees, electrical equipment manufacturers and members of the Down Town Association planning and improvement committee for their cooperative efforts to solve the Market Street lighting problem.

NEW JUDGE OF APPEAL

Governor Edmund G. Brown has moved San Francisco Superior Court Judge Daniel R. Shoemaker to the First District Court of Appeal to succeed Justice Maurice Dooling who moves up to the State Superior Court.

Dooling will replace Supreme Court Justice Homer Spence, who is retiring.

Shoemaker, 57, was appointed to the San Francisco Municipal Court in 1943 by Governor Culbert L. Olson, then moved up to the Superior Court in 1947 by Governor Earl Warren.

He was presiding judge of the Superior Court in 1951, and has been re-elected to the Superior Court three times. He has been a member of the Appellate department of the Superior Court since 1955.

Shoemaker attended the University of California at Berkeley and took his law degree from the Hastings College of Law in 1928.

He is a director of the Hastings College of Law and a former member of the University of California Alumni Council.

Judge Shoemaker has been active in assistance to the blind, serv-

ing as president of Recreation for the Blind from 1951 to 1954, and as vice president of the San Francisco Center for the Blind since 1958.

He is a former chairman of the San Francisco Board of the National Conference of Christians and Jews and is now a member of the executive committee.

SPCA'S NEW TRUSTEE

The San Francisco SPCA announces the election of Mr. Wilson Meyer to the Board of Trustees.

Mr. Meyer heads one of San Francisco's oldest business firms, Wilson & Geo. Meyer & Co., distributors of agricultural and industrial chemicals, founded in 1850. A leading businessman, representing several other firms on the West Coast as well as holding directorships in Wells Fargo Bank and the



SPCA's Wilson Meyer

Emporium - Capwell Co., he also takes an active part in the cultural life of the city. He is a member of The Society of California Pioneers, and a Trustee of The California Academy of Sciences.

MORE RAPID TRANSIT

Directors of the five-county Bay Area Rapid Transit District have



Municipal Judge Francis McCarty named to succeed Judge Shoemaker

had their first look at a partial outline of a regional rapid transit system and at some of the problems they must solve before such a system can be built.

Outlined were "working estimates" for a 132-mile, virtually automatic rail system providing safe, comfortable travel throughout the Bay Area at scheduled speeds nearly twice as fast as any existing rapid transit system.

The system would make possible such "guaranteed" peak hour travel times as the following: 11th Street and Broadway, Oakland, to Powell and Market Streets, San Francisco, 10 minutes; Redwood City to South San Francisco, 21 minutes; San Rafael to Sausalito, nine minutes; Richmond to San Leandro, 33 minutes; Hayward to University Avenue, Berkeley, 27 minutes.



Chief Engineer Hoover

Estimated price tag for construction of the outlined system: \$1,199,695,000. This excludes the cost of the trans-Bay tube, key link in the system, for which financing already has been provided by the State Legislature.

The initial report was made to the transit district by its engineer-



L. Harold Anderson

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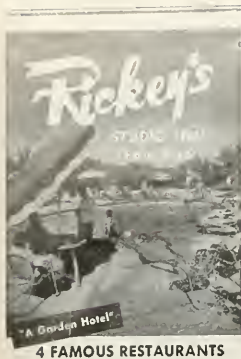
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ing consultants, Parsons Brinckerhoff-Tudor-Bechtel.

Chief Engineer Kenneth M. Hoover emphasized that the report is only the first of several engineering reports to be submitted by the consultants.

NEW AMBASSADORS

In a trade with the Moscow Zoo, the San Francisco Zoological Gardens have received two beautiful snow leopards.

Involved in the deal for the rare and valuable animals were six California sea lions, shipped to Moscow last month.

Further trading between San Francisco and Moscow, arranged by Mayor George Christopher during his recent visit in the USSR, will be conducted during the coming months, according to Dr. J. F. Gustafson, executive secretary of the San Francisco Zoological Society.

ADMIRAL SPEAKS UP

Vice-Admiral Frederick N. Kivette was appointed early this year to succeed Vice-Admiral Maurice E. Curtis as Commander of the U.S. Naval Defense Forces, Eastern Pacific, and Commander, Western Sea Frontier, with headquarters at Treasure Island.

In a recent speech, Admiral Kivette made some interesting observations on inter-service competition and rivalry.

He said: "It is good and I believe in it . . . I have been a competitor all my life."

He then added:

"When your Armed Forces have lost the spirit of rivalry; when they no longer have the desire to com-

pete, when they are not willing to fight to be best, to be superior, to excel, to win; when they are no longer ready and willing to scramble for the biggest piece of pie, whether it be money or melon; when they finally succumb to the lethargy of mediocrity that comes with the disappearance of rivalry and competition; then you won't have much National Defense."

Salty words!

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Vice-Admiral Frederick N. Kivette

Memo for Leisure

THIS YEAR San Francisco State College inaugurates a brand new idea in the way of summer theatre festivals. Following two successful summer seasons of Shakespeare, the college's drama department plans to devote this summer and each coming summer to the production of great plays by individual great playwrights.

A George Bernard Shaw Festival will open on June 30.



THE SAN FRANCISCO Opera Company, which is the second oldest and the second largest in the United States at present, has announced a distinguished program for the Fall 1960 season.

"Wozzeck," one of the most important contemporary works and also a notably difficult one, is scheduled. "La Sonnambula" by Bellini will have its S.F. premiere, sharing a double billing with a San Francisco Ballet Guild Production of Glazunoff's "Variations de Ballet."

Puccini's "La Fanciulla del West" will be revived, 1960 happily coinciding with the 50th anniversary of the world premiere of this work. "Die Frau Ohne Schatten," which delighted so many of the opera audience last season, is again on the list, and Strauss is further represented by "Der Rosenkavalier," the cast for the latter again happily including Schwarzkopf.

Opening night will be Friday, September 16, with the glorious Renata Tebaldi leading a fine cast for "Tosca," which bids fair to perform sufficiently brilliantly to outshine Dior and the high-fashion cohorts.

THE 1960 EDITION of Shipstads & Johnson Ice Follies opens at San Francisco's Winterland on June 22.

From the opening number "Ballad of Brilliance" which is costumed in black and silver, with black swans and white trees used as props, to the precision finale featuring the famed Ice Polliettes wearing short-skirted tailored green Hungarian military outfits with white fox hats, the show is a riot of color.

Shades of fiery orange and yellow are the color theme for "Frivolous Feet," a red-hot jazz number starring Lesley Goodwin. Brilliant yellow satin dresses are worn by

the feminine skaters as they whirl and glide through an Italian setting in the Swing Waltz. Attractive shades of blue and lavender are used in the "Somewhere in Space" spectacular with foggy mist creeping across the ice to produce an eerie, out-of-this-world effect. Black and red are the colors for the exciting costume worn by Carol Caverly as she salutes our 49th State in "Alaska, U.S.A.," which harks back to the Klondike days.



And the number which always brings "oles" from the audience when the strobe lights go on is a gay Mexican fiesta featuring Sandra Kulz and later Janet Champion as a torador. The costumes for this production are of beautiful shades of pink.

CREATIVE artists from the Bay Area will participate in a two-part program entitled "San Francisco Renaissance, 1960, on Saturday, July 9 and Saturday, July 23, at University of Calif. Extension.

Letters

I enjoyed reading Paul Avery's article in your May issue, dealing with the Police Department.

It is good to read about the constructive side of our law enforcement, especially at a time when the police have undergone some criticism.

I think Chief Cahill is doing fine job.

RAYMOND L. BOZZINI,
439 Brussels Street,
San Francisco.

Although a comparative newcomer to San Francisco, I was most interested in your article on Charles D. Miller and his outstanding record in public transport.

Your magazine is to be commended for paying tribute where tribute is due.

TED JAMES,
530, Cabrillo Street,
San Francisco.

As a citizen who does not have direct contact with the personnel and administration in City Hall and its departments I am very much pleased to have discovered this magazine which gives interesting information about aspects of the health department, fire and police departments, and other San Francisco city matters which do not ordinarily receive coverage in the dailies.

Thank you.

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PACIFIC FESTIVAL, 1960

PEOPLE AND PROGRESS



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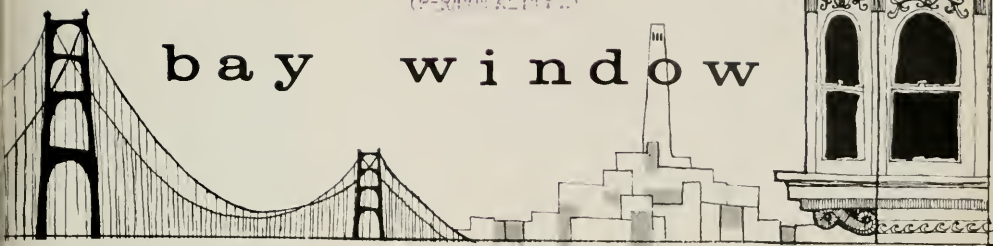
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TERROR IN THE STREETS: In the rough-and-tumble formative years of San Francisco, no problem was as serious as fire. In alarm in one district created terror in others. The people knew from experience a blaze could sweep out of control and destroy everything in its path. Not a few of these fires were purposely set.

Fire is still a problem in San Francisco, but it has been reduced to minor status due to the efforts of the men of the S. F. Fire Department. Singled out for recognition this month is the Arson Squad, a small but crack team of investigators who probe into re debris and find answers.

The article was researched and written by Paul Avery, crime reporter for the San Francisco *Chronicle*. Avery contributed the Police Academy story in the May issue of *The Record* after having attended the entire 14-week raining session, in his off-duty time, in an effort to gain a better understanding of the Police Department and its men.

STAY-AT-HOME: If you're a stay-at-homer this summer, dear San Franciscan—due either to personal inclination or to equally personal financial limitation—you're lucky!

For San Francisco offers certain things to console you for not going to Tahoe and its eagerly-beckoning Nevada gaming tables, or to that palm-fringed isle plus satellite isles in the blue and expensive Pacific, or to that seductive land of manana south of the border,

or to any of the far corners of the earth accessible on a go-now-pay-later basis.

You can have the most wonderful time imaginable in one of the most truly satisfying and romantic cities anywhere in the world.

We refer, of course, to San Francisco, polyglot, charming, topographically exciting, a city which can be all things to all people, a city where you can have a barrel of fun with a jar of pennies, a city sometimes feminine, sometimes masculine, but never neuter.

TOURS OF DISCOVERY: Go by foot, go by car, or go by the faithful—and only 15¢-a-ride—Muni and you'll find literally endless tours of discovery.

Ever pack a picnic lunch for eating in the car and ride to Fort Point? Park beside the rocky bulwark, see the waves come in from the Golden Gate and observe the beautifully mouldering landmark. It costs only the price of lunch—and the martinis you mixed at home never felt so pleasant as a picnic prelude.

Explore Suro Park at the end of Geary, that quasi-formal area with its ghostly statues and its airplane view down Ocean Beach.

Go shell-hunting down Ocean Beach, feeling the lilt of walking on the hard-packed sand near the surf. There's a challenge in avoiding the breaking waves, there's satisfaction in locating unusual shells, and there's genuine exhilaration in the clean feel of the breezes that whip against your face.

Or go to Lake Merced for fishing, boating, golfing. And if it is the latter that is your meat, if you respond with glee to the sensation one apparently receives from whacking the little white ball with the long skinny stick, why then you have two other golf courses at Lincoln Park and Golden Gate Park, also municipally operated.

GRANDDADDY OF PARKS: We just mentioned Golden Gate Park. And that, friend, is one of the city's most spectacular wonders. Have you ever really explored it?

A fantastic concentration of recreational and horticultural delights, this granddaddy of parks is well worth days of discovery tours. As you know—and undoubtedly as you yourself have proudly pointed out on occasion—travelers from all parts of the world visit it

each year. And how about you, sir, whose taxes have made you a part owner of the Park? Have you ever, or, even, lately?

Parked your car and wandered through its tracery of pathways, across its broad meadows, through its myriad magical flower and plant-decked nooks? Paused in the incredible Japanese Tea Garden, a million miles from today behind its evocative Torii entrance gateway? Observed one of the city's grandest views from Strawberry Hill atop Stow Lake? Roamed the glass-roofed Conservatory (a copy of the one in London's Kew Gardens, incidentally) with its treasury of rare hot-house plants? Stared right back at the fish in the Aquarium, gotten your fill of culture at the DeYoung Museum? Brain-picked the Arboretum for new ideas as to the use of plants, as well as shopping the length and breadth of the Park's entire 1013 acres for landscaping and planting ideas you might incorporate into your own back yard?

The above is but a sample list of questions for self-asking. Virtually endless days could be spent in the Park without dissipating either its wonder or your curiosity.

FROM A COW PASTURE: There's another magnificent park area in San Francisco whose history could be summed up in a nut-shelled line: From a cow pasture to cantatas, from a roadhouse to Rigoletto.

For Sigmund Stern Grove—that wondrous park which you enter at Sloat Boulevard and Nineteenth Avenue—was once a pastoral land that was turned into a famed (and slightly ill-famed) roadhouse, the Trocadero Inn. It was closed down during World War I.

In 1931, Mrs. Sigmund Stern, searching for a fitting memorial to her husband—a living monument that would carry on their lives' work in civic service—hit upon the idea of buying the property.

She turned it over to the city for a recreation site. For that it had obvious advantages—shelter from prevailing winds and fog, unspoiled nature in close proximity to the heart of an expanding San Francisco.

Some additional possibilities soon became apparent. It was Nature's music box. The terrain, with the help of the accidental sounding board created by the tall eucalyptus matted down the slopes, provided unusual acoustics.

(Continued on Page 6)

CITY-COUNTY RECORD

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JULY-AUGUST, 1960

VOLUME 27 NUMBER 5

Lieutenant George Kelley has built the Arson Squad into an investigation detail which has the respect of fire departments across the entire United States

Accident or Arson?

by Paul Avery

SAN FRANCISCO was wearing a Standing Room Only sign in the Spring of 1944. It was jammed.

The city was performing a vital role in the nation's war effort—and feeling the strain. Defense workers and military personnel had moved in en masse and taken up every available inch of living space.

The New Amsterdam Hotel, a wretched Skid Row lodging at 4th and Clementina Streets, boasted "no vacancy" in flashing neon late in the evening of March 27. Some 150 persons were packed sardine-style into 76 squalid rooms.

At seven minutes before midnight, a second floor tenant heard "a loud whooshing" outside his room. He opened the door to investigate the sound. A blast of heat almost knocked him to the floor. A river of flames was roaring down the narrow hallway corridor.

Within minutes of the sounding of the initial alarm, the first of more than a score of fire trucks arrived at what can only be described as a scene of sheer horror. The majority of the New Amsterdam's residents had been sleeping when the holocaust erupted and were trapped in their rooms with no avenue of escape except the windows.

Dozens of screaming men and women hurled themselves from the upper floors; some to safety into outstretched fire nets, others to death onto the pavement.

In the 40 minutes before the three-alarm blaze was brought under control, 22 persons were dead as a result of the worst crime in San Francisco's history—wholesale murder by arson.

A shocking accusation? True, but an accusation made only after a thorough investigation by the Arson Squad of the San Francisco Fire Department.

The New Amsterdam was still ablaze when a team of arson specialists plunged through the flames to make a preliminary investigation into whether the fire had started by accident or had been deliberately ignited. Victims and spectators in the crowded streets were questioned as to what they had seen or heard. Experienced eyes carefully scanned the throng in search of the perverted individuals who are always to be found at major conflagrations—and sometimes are responsible for starting them. As the charred timbers of the gored structure were cooling, the investigators re-

examined the damaged areas seeking more evidence.

Once assembled and assayed, the evidence provided a single conclusion: the New Amsterdam had been deliberately ignited. The racing flames had fed on gasoline splashed onto the walls and floors of the second and third stories. The 22 deaths were murder.

At that point the Arson Squad and the Police Homicide Bureau were still pondering what motive lay behind the blaze. A good guess, they figured, was revenge. The educated guess hit the nail on the head.

Ten days of probing, mostly interrogation of reluctant, cop-hating Skid Row sources, resulted in the arrest of George Holman, 45-year-old restaurant owner, who had a sometime sweetheart who resided on the second floor of the New Amsterdam. The investigators said Holman started the disastrous blaze to get back at his girlfriend following a spat.

Holman denied the accusation, but was charged with one count of arson and 22 counts of murder because of the overwhelming evidence against him. A Superior Court jury found him guilty and he was sentenced to 22 concurrent life sentences at San Quentin Prison. (In 1958, Holman, still maintaining innocence, was released on lifetime parole after having served 13½ years.)

Thus ended what San Francisco considered the crime of the century—and what the Arson Squad considered had just been another day's work.

The story of San Francisco's Arson Squad can be traced back to the 1906 earthquake and resulting fire that razed most of the city.

In the early days of the Fire Department, the men who sifted ashes and cinders in search of evidence were attached to the Office of the Fire Marshall.

By 1960 standards, an unique situation existed. The Fire Marshall was appointed by the Board of Commissioners of the San Francisco Fire Department. But his salary, and the salaries of his staff investigators, did not come out of the city's coffers. The paychecks were signed by the parent body of fire insurance companies, the National Board of Fire Underwriters.

This arrangement prevailed until 1941 and caused no small amount of confusion and consternation. One of the chief flaws was



Courtesy S. F. Chronicle

Waterfront fires are fought both from sea and land.

demonstrated time and time again during prosecution of defendants in arson cases. Juries on many occasions tended to be swayed by defense attorneys who alleged the testimony of the arson investigators could not be considered "impartial" since they were "on payroll" of the insurance companies that footed the bills on fire claims.

The charge had no basis of truth, but juried came back with "not guilty" verdicts on enough occasions that the old Fire Marshall system was finally scrapped.

In June 1941, the Bureau of Fire Investigation was established as an official segment of the San Francisco Fire Department. From the ranks of the city's 1700 firemen, only seven were selected for the detail that has come to be known as the Arson Squad.

The group of seven included a young inspector named George L. Kelley, who soon proved his worth as an arson investigator. In 1947, Kelley was promoted to the rank of lieutenant and assigned as officer-in-charge of the Bureau of Fire Investigation. Today, 56, he continues to command the Arson Squad and has built it into an investigation detail that has the respect of fire departments across the U. S.

Although it can proudly boast one of the lowest fire rates among metropolitan cities, San Francisco still records more than 600 fires each year. These range from overly well done roasts, resulting in loss of appetite, to roaring, four-alarm building blazes, resulting in losses of millions of dollars. And sometimes in death.

The Arson Squad is called out to investigate about 10 per cent of these fires. About one per cent of the 6000-plus blazes are found to be of "incendiary origin"—arson cases.

It takes much skill and many man hours to determine if a fire started by accident or by



Courtesy S. F. Chronicle

Men at work: complex team maneuvers are a familiar city sight.

arson. It takes even more skill and time to track down the person responsible.

There are many varieties of arson and many types of arsonists.

Deliberately ignited fires have been started by insurance-greedy businessmen, thieves attempting to cover up a crime, hoodlums seeking to cause trouble, racial and religious fanatics, drunks and narcotic addicts suffering from hallucinations, wives miffed at husbands (and vice versa), employees and ex-employees and tenants and ex-tenants seeking revenge against a boss or landlord, mental defectives controlled by irresistible impulse—and sometimes even firemen or former firemen.

Once arson has been established, the investigators begin seeking the motive that will put them onto the trail of a suspect.

"Arson is one of the toughest crimes in the book to get a conviction on," says Lieutenant Kelley. "An arsonist is usually a shrewd individual and has provided an alibi for his whereabouts at the time of the fire. There have been occasions when we have known a person is guilty but have been unable to prove it."

Professional arsonists—those who set fires for pay—are able to manufacture ingenious timing devices that allow them to be many

miles and hours away when a blaze erupts.

"Pyros (professional arsonists) haven't been much of a problem in San Francisco in recent years," says Kelley. "Business conditions are good. Businessmen are making money. The ones with a little larceny in their souls don't need to think about collecting on their fire insurance. If we should go into a recession period, however, you can count on there being an increase in cases of insurance arson."

Arson-for-gain has been kept at a minimum in San Francisco through the efforts of Lieutenant Kelley and his seven-man investigation squad. They work as a skillful team in the detection of arson and trackdown of the arsonist. They are painstakingly careful in the collection of evidence, and it has paid off in court. Last year the Arson Squad recorded five convictions in the five cases taken before a judge.

"Our biggest headache today are the mentally unbalanced persons who start fires for a multitude of seemingly motive-less reasons. There is no way to stop this person from starting a fire. The only thing you can do is make sure he is apprehended and put away in some type of institution," says Kelley.

San Francisco will continue to be a safer place to live and work with men like those of the Arson Squad on round-the-clock duty.



"A Phoenix Too Frequent": Christopher Fry's famous line would probably be endorsed by S. F.'s Fire Department. As in 1906, bold new buildings rise from the ashes after total destruction.

Courtesy S. F. Chronicle

Bay Window

(Continued from Page 3)

That was proved the day—it was June 4, 1932—that the city gratefully accepted the gift and the childish trebles of a playground chorus gave the first test to a musical center that now ranks among the world's finest.

"Sunday at the Grove" has become a San Francisco tradition during the summer months when people come in social groups, in clubs, as families en masse and alone. They come in the morning, have lunch, then await the 2 o'clock start of the performance.

The programs are varied and excellent. Operas presented, usually complete, run the scale from Gilbert and Sullivan to Verdi. Ballets include the traditional and the experimental. Orchestral concerts impartially schedule good musical comedy hits next to major works of the immortals.

In short, friend, the Grove on any day—and particularly on Sundays—is one more eminently sound reason to stay-at-home.

RAPUNZEL HERSELF: If you don't happen to have children, by all means arrange to borrow or rent or otherwise acquire one or more in order to enjoy a quite authentic visit to never-neverland.

We refer to Storyland, an area next to Fleishacker Playfield that was undeveloped up to several years ago when Designer Donald G. Clever waved his magic wand and produced a land of sheer delight.

This is where the make-believe stories of childhood become true, where Rapunzel herself will wave to you from the Castle Tower as you cross over the drawbridge into a world peopled by Old King Cole, his Fiddlers Three, Jack and Jill and Cinderella, Jack the beanstalk climber and the Little Red Hen, Goosey Gander and . . . Well, you get the idea.

And next door is the happy Merry-Go-Round—you've never heard of a sad one surely—and beyond that is the Zoo where Carey Baldwin, the director, enjoys pointing out that the "seals" are really sea lions. They perform in grateful response to fish flung to them by visitors. Packages of fish, non-smelly, may be purchased for this purpose.

A suggestion: Ride the Elephant Train through the Zoo for orientation, then browse. Your urchins—remember, your children, or the ones you borrowed or rented?—will end the day with stars in their eyes.

THE ROYAL FAMILY: Now if you will leave the park lands for a while, wander on another tour of discovery to the foot of Taylor Street where, at Pier 45, you will meet one of the royal families of San Francisco—the Harbor King, the Harbor Queen and the Harbor Princess.

They are the three sturdy boats operated by Bay Cruise which very sensibly believes that no one—San Franciscan or visitor—has really had a thorough look at this city until he has seen it from the Bay.

Two cruises are offered: For \$1.50 (children, 60c) there is an hour jaunt half way to the Gate, around Alcatraz, along the wharve

For \$3.00 (children, \$1.50) you receive the complete voyage to the Gate, Sausalito, Tibuon, and the Bay Bridge.

One of these cruises is a "must" to tour out your vacation in San Francisco.

And if you feel particularly well-heeled—and hardy, too—you can charter a boat from any number of willing outfits.

The one we like particularly is a listing found in the good yellow section of the phone book under "Boats—Charter": "Captain Fred P. McGee, Fishing, Marriages and Funerals. Sea . . ."

Yes, there are indeed any number of ways in which to vacation in San Francisco.

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In block-long auto, or in midge,
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Where it is par
One lone passenger to a car.
Finally we find a parking place afar.
And in a sort of expiation,
Hike hike hell to destination.

—Ira Glassman

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PEOPLE AND PROGRESS

OUR STATE FAIR

Here are some facts and figures about the California State Fair that will be presented in Sacramento this year from August 31 through September 11 on the big, 207 acre fairgrounds.

Approximately 850,000 people are expected to attend this 12-day show, and preparation for the Fair began to accelerate in mid-May. By the time the Fair gets underway, approximately 17500 permanent and temporary employees are at work on the grounds.

And this figure does not include exhibitors, concessionaires, or jockeys and racing personnel connected with the 10 day racing program.

During the past year, mainten-

the horses. In addition, 150 blocks of lick salt are purchased.

During the 12 days of the Fair, 175,000 pounds of ice are used to cool the drinking fountains that slake the thirst of the three-quarter-of-a-million fairgoers.

The 1960-61 budget for the State Fair and Exposition has been set at \$2,329,000, which includes about \$450,000 that will be paid out in horse race purses and in premiums.

Features of this year's Fair will include the Eighth annual "Maid of California" contest, in which girls from more than 50 of the state's 58 counties will vie for the title of California's prettiest girl.

The rodeo, which attracts nationally known cowboy stars, is another feature attraction.

America President S. Clark Beise a license to conduct a general banking business in Nigeria.

Chief Okotie-Eboh made San Francisco the first stop on his current American tour to make the personal presentation.

The branch, located in a seven-story building recently completed in the center of Lagos's business district, will be managed by H. P. Thurneysen, a banker with many years of international banking.

The Federation of Nigeria becomes independent of Great Britain on October 1 this year. More than twice the area of California and with a population of 35 million, it will be the largest independent African nation.

Primarily agricultural, industrialization is developing rapidly in Nigeria. Principal markets for its products are the United Kingdom and Commonwealth countries, the United States, Japan, Germany, the Netherlands, Italy and Norway.

President Beise said the Lagos branch, through Bank of America's worldwide branch banking system, will serve as a source of current information and counsel for local firms and for American concerns planning trade or operations in Nigeria and will assist in facilitating international transactions for Nigerian businessmen.

Assistance in overseas economic development has been a part of Bank of America's international banking policy since the end of World War II.

DEPUTY CITY ATTORNEY MANA WINS AWARD

Lawrence S. Mana, Chief Deputy City Attorney of San Francisco, recently won national recognition for his many years of service in behalf of Youth when he was awarded the Boys' Club Medallion by the Boys' Clubs of America for his dedicated service to the Boys' Club movement in San Francisco and California.

The presentation of the national award was made by E. L. McKenzie, Director of the Northern Pacific Region of Boys' Clubs of America, at the first annual President's Dinner of Salesian Boys' Club. McKenzie stated that Mana was being honored for his more than twenty-five years of service to the Boys' Club movement, and particularly to Salesian Boys' Club, where he has been a volunteer leader for more than twenty-five

(Continued on Page 14)



Governor Edmund G. Brown,
who will open State Fair



Forward-looking B. of A. President,
S. Clort Beise

ance crews checked out 10,000 light bulbs, about 3,700 floodlights and thousands of fluorescent light bulbs.

In the Hall of Flowers, which will be a massive blaze of color made up of waterfalls and a million blooms, some 50 bales of tree moss and 700 ferns will be utilized.

Each day, approximately 700 gallons of dust binder concentrate is used on parking lots and race track and in the rodeo-horse show arena.

About 70 tons of tan bark is worked into the horse show arena to give it just the right consistency, and 450 yards of clean, white pine sawdust and shavings are utilized in preparation for the Fair.

More than 3,000 bales of hay and 6,000 bales of straw are used in horse paddocks and livestock barns, and 32,000 pounds of rolled oats and 7,000 pounds of rolled barley make up the bill-of-fare for

The annual horse show, the west's oldest equestrian event, draws attention throughout the nation.

Nightly fireworks displays plus a mock "A-bomb" explosion are offered as free evening entertainment. Two dozen bands and orchestras will provide music throughout each day and evening.

A million square feet of floor space will be given over to indoor and outdoor exhibits. Commercial and industrial exhibits alone will use up a quarter-million square feet of this space.

B. of A. GOES ABROAD

Bank of America's first branch on the African continent opens this August in Lagos, capital city of the Federation of Nigeria.

It will be the first branch of a United States commercial bank to operate in West Africa.

The Hon. Chief Festus Okotie-Eboh, Nigerian federal minister of finance, has presented Bank of

In September San Francisco will stage a third festival, bringing impetus to trade and gaiety to the city



Kathy Saito brings glamor and color to the Pacific Festival

Pacific Festival, 1960



THE Third Pacific Festival again finds San Francisco putting out the annual red carpet for her Pacific neighbors. For ten days, September 9 through 18, the many nations fringing the Pacific are invited to use San Francisco as a showcase for their export commodities which play such a necessary, vital part in the economic and cultural lives of all people.

The Festival is an annual non-profit undertaking proclaimed by the United States Government, the State of California, and the City and County of San Francisco. Its theme is the fostering of mutual understanding and cultural relations among countries of the Pacific.

Despite official encouragement, the Pacific Festival does not just "happen." For many months before the opening date civic-minded people, under the leadership of Mayor George Christopher, have repeatedly met, pooled their ideas and energy to make the Festival a dynamic, meaningful affair. The influx of visitors from throughout the United States, as well as the participating countries, are a large item in San Francisco's own trade and tourism which play such an important part in the city's economy. The international exhibits, the planned events and entertainment, parade, decorations, special days of celebration are the result of the careful planning and follow-through by groups and individuals who are proud of San Francisco and want to show her to the world at her best. The Festival does not belong to any one group. It deserves the support of all who are mindful of San Francisco's rightful role as gateway to the Orient and the Western threshold

of the United States.

The question arises: What contribution can others make to assure the success of the Pacific Festival?

Participate! Encourage associates and employees to attend the events. From opening day to the last hurrah, there are things to see and places to go, most of them free. A giant parade, daily fashion shows in Union Square, ships in the harbor and entertainment at the docks, Mexican Independence Day, Pan American Day, I Am An American Day, all with free entertainment featuring professional entertainers.

The San Francisco Art Commission's 14th annual Art Festival, always an integral part of the life of San Francisco, is now one of the most important events occurring during the Pacific Festival. Outdoors at the Civic Center, September 15 through 18, from 10 a.m. to 10 p.m., the public is admitted free. Part of the Art Show is also the entertainment, with music, dancing, puppet shows and variety acts performing on a specially built outdoor stage.

Museums are going all out with shows of native Pacific and Latin American art. As a restful reminder that the stars are more than shooting targets, the Morrison Planetarium in Golden Gate Park has prepared a special Pacific Festival of Stars with the theme "Skies of the Pacific."

An international Rugby Tournament, swimming meets, and a Fish Derby for Izaak Waltonites are on the program. The Air Show, September 18, at San Francisco's International Airport plans a heady display of jet age miracles and the development of commercial aviation.

tion.

Place posters in your office, a Festival button on your lapel, an official Pacific Festival flag in your lobby. The posters are available at the Festival Headquarters, 255 California Street, YUkon 1-1150. The Festival button can be bought for a small sum at booths in the downtown area. Flags, priced at \$3.35 to \$4.65 are available from Paramount Flag Company, 33 Fremont Street, YUkon 2-9002.

Keep abreast of what is happening, and where, by checking the local newspapers. The ten days pass quickly and there are many events.

Support the few events that charge admission.

The Festival Parade Committee plans to sell 4,000 grandstand seats at the Civic Center where the Pacifica Parade, September 10, passes in final review. The parade, a pageant of floats, bands, banners, horsemanship, Military and civilian marching units, celebrities from the entertainment world, is a spectacular sight.

The Trade and Travel Shows, under the vast dome of the Civic Auditorium, September 9 through 16, graphically illustrate the Festival's dedication to better international relations through commercial and cultural exchange.

In the main arena, the Trade Show cannot fail to stir the visitor's imagination with displays of the widely diversified productivity of the Pacific countries and the important contributions made by their artisans and industrialists. It is well exhibited to answer the question, "What's going on?"

In the Hall of Travel international carriers serving San Francisco

from both the Pacific and the United States have planned arresting exhibits to lure the traveler to far shores, which are not so far in the jet age, or which can be approached in leisurely fashion by water.

Color travel films and documentaries of the picturesque tapestry of life in the Pacific Basin are scheduled for hourly showing in the small auditorium. The Travel show is a panoramic answer to "Where shall we go?"

The Hall of Food and Flavor, a bazaar of attractive, exotic foods and condiments which characterize and distinguish the Oriental and Polynesian cuisine, answers the gourmet's question, "What's new?"

Professional talent from the Festival countries present a "Two-a-day" Pacific Stage Revue. At 3 and 8 p.m., visitors to the Trade and Travel Shows are offered entertainment by native performers in the style of the individual countries.

The general admission charge of \$1.00 for adults and 50c for children includes free attendance at all exhibits, entertainments, movies and lectures. From 11 a.m. to 11 p.m., September 9 through 16, there are endless things to see, savor and enjoy at the Civic Auditorium. It is the biggest show ever held in town for the money.

The Palace of Fine Arts, September 17, is the scene of the Gala Costume Ball. The San Francisco Art Association, the Palace of Fine Arts League with the Pacific Festival have been unsparing in efforts to make September 17 a night to remember. Lavishly decorated with tropical plants, draped and specially lighted, San Francisco's Grand Old Lady by the

Lake will get no sleep while a 30-piece orchestra plays from 10 p.m. until 3 a.m. for 6000 revelers. Costumes, black or white tie, military dress are *de rigueur*. Seats at Reserved Sponsor Tables sell for \$10 per person. Individual tables are available for a minimum of eight. General admission tickets at \$5 per person can be purchased in any quantity desired.

Firms and organizations wishing to help make the Festival Ball more than a *succes d'estime* can purchase blocks of tickets for distribution to employees, or make donations of tickets for use of visiting dignitaries. Tickets are available through booths placed in the downtown area, or arrangements can be made through the Pacific Festival, YUkon 1-1150 where special hospitality is being handled by a Hostess Committee.

Behind all the gaiety and festivities marking the ten days, September 9 through 18, there is a serious purpose. The pace of modern living has elevated the poet's musings to dramatic reality. No man is an island unto himself, and as the world shrinks in this era of jet transportation, it is the destiny of na-



Helene Lay tours the site of the Festival Ball

tions to draw closer together in economic and cultural communication. It is logical that San Francisco, with its dependence on world trade and as a major travel port

on the West Coast, should demonstrate its adherence to the valiant principle of world friendship and understanding.

The Pacific Festival belongs to



The Pacific "Princesses" who will represent the nations at the Pacific Festival

and deserves the support of every citizen who cares to be identified with the progress of American life and its reach beyond our own shores.



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People and Progress

(Continued from Page 11)

and President of its Board of Directors for more than five years.

Mana, a graduate of Salesian Boys Club, nationally known youth organization of the North Beach district, has been instrumental in organizing and directing the building fund drive of Salesian Boys' Club which successfully resulted in the complete renovation and rehabilitation of its physical plant at an expense in excess of \$150,000.

Mana was once before honored for his youth activities, having been awarded the Father Trinchieri Memorial Medal by the Salesian Old Timers' Association in 1953 for his outstanding and meritorious service to the youth of the North Beach district.

Chief Deputy City Attorney Mana was first appointed to the City Attorney's staff in 1943 by the then City Attorney, beloved John J. O'Toole, and has served the City Attorney's office in all departments, culminating in his appointment as Chief Deputy City Attorney.



Chief Deputy City Attorney
Lawrence S. Mana

Besides his interest in youth activities, Mana has also been active in many other civic, business, professional and veterans organization and programs.

He is currently first vice-president of The Lawyers' Club of San Francisco, the third largest Bar Association in California, and a member of the Board of Directors of the Institute for Development of St. Mary's Hospital.

In 1945, Mana organized Salesian Post 559, The American Legion, together with a group of North Beach and San Francisco veterans, and served as its first Commander. He also served as Commander of the San Francisco County Council, The American Legion, in 1956-1957, and two three-year terms on the War Memorial

Commission of the American Legion.

In 1956, Mana was one of the fifty members of the San Francisco Sponsoring Committee for Sixth National Conference convened by the United States National Commission for UNESCO, which featured a conference on the subject: "Asia and the United States: What the American Citizen Can Do To Promote Mutual Understanding And Cooperation."

Mana attended the public schools in San Francisco and is a graduate of Lowell High School. He graduated magna cum laude from Saint Mary's College, where he served as president of the student body and editor of the college year book. He is a graduate of the University of California School of Jurisprudence, where he was a member of the student body of editors of the California Law Review.

Mana served with the Counter Intelligence Corps of the United States Army in World War II.

WATER FOR BREAKFAST

Lawyer, merchant chief—even the farmer himself—often has a hazy picture of his full stake in California's irrigation water.

"In fact," says Robert M. Hagan, chairman of the University of California's irrigation department at Davis, "it took around 133 gallons of agricultural water to produce the breakfast you ate this morning."

Dramatizing the agricultural use of water in a talk to a recent water research conference at Davis, Hagan made these estimates:

"Your glass of orange juice took 18 gallons of water. If you had some peaches on your cereal that item took 24 gallons; your bacon took 7 gallons, and your two eggs 28 gallons. Your glass of milk took 53 gallons.

"And your wife could add 6 to 9 gallons to all this for washing the dishes. . . .

Irrigation of California crops uses 91 percent of the State's water, Hagan pointed out. Cities and industries use 7 percent, and parks, military and recreation areas, 1 percent. Predictions of future water use, now 19 million acre feet a year, may double. Urban areas, now using 1.6 million acre feet, may need five times that much.

All Californians—the farmers, whose water needs are most obvious, and the city dwellers in an increasingly urban state—share responsibility for using a limited resource efficiently, he said.

California's wildlands, Hagan said, are the main source of water.

The alpine snow zone produces an estimated 9 million acre-feet, the forest belt in the snowpack zone, 27 million, the forest belt below the snow zone, 23 million, and the woodland-brush-grass areas 9 million.

But on the way from the rain drop to the irrigated field, he said, there are many kinds and many points of water loss.

On the watershed, losses occur by evaporation from snow, leaves, lakes, and streams, and by percolation into ground water, where it is sometimes not all recoverable. During storage, losses occur in evaporation, transpiration from aquatic and bank vegetation, and seepage. Some of the seepage may be recoverable. Substantial losses also occur in conveyance through canals and ditches to the farmer's field. During application of water to the field, further large losses can occur through runoff and deep percolation, unless the irrigation system is well engineered and care is taken in irrigating. Seepage, percolation, and runoff losses also

aggravate drainage and salinity problems that threaten irrigated agriculture. Finally, crop yield per unit of water applied depends on farming decisions and practice such as selecting proper crops, fertilizing adequately and controlling diseases, insects, and weeds.



Hetch Hetchy chief, Harry Lloyd, who sees that S.F. has water for breakfast

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Memo for Leisure

THE Alcazar Theatre is currently presenting the recent New York success, "Duel of Angels," a wise and witty play in which the classic story of the rape of Lucrece is given meaning for today.

There are two angels in the Jean Giraudoux comedy-drama, which English poet-playwright Christopher Fry has translated and adapted — the evil one, Paola, gowned in cerise-red by Christian Dior; and the virtuous one, Lucile, gowned in oyster white, also by Dior. Vivien Leigh is Paola, a role which gained her the best notices she has ever had in her career in London two years ago and in New York last spring. Young blonde Scottish-born Mary Ure, of "Look Back in Anger" fame on stage and screen, is Lucile.

"On the most obvious level," explains star Vivien Leigh, "the play is a battle between angels of good and evil. But it's far more complex than that. At the end, you're not sure whether the good was entirely good or the evil entirely evil. The supposedly good angel brings destruction not only to herself but to those around her. The tragedy is of purity destroying itself. Audiences abroad have been fascinated by it, and American playgoers have been quick to respond to its verbal and physical delights."



Beautiful Vivien Leigh

"THE BEST MAN," Gore Vidal's explosive and hilarious new stage smash, is due at the Alcazar Theatre in September. Leon Ames, William Gargan and Gene Raymond have co-starring roles. The play, a dynamic mixture of melodrama and sharp comedy, has been the season's biggest dramatic hit on Broadway.

Ann Morriss and Elisabeth Fraser have major roles in the large cast of this Playwrights' Com-

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pany-Randolph Hale production, directed by Joseph Anthony. Famed designer Jo Mielziner created the elaborate settings.

In his latest dissection of the foibles of American life, Playwright Vidal (who scored tremendously three seasons back with his zany "Visit To A Small Planet") has chosen a national political convention as his arena.

Leon Ames is seen as one nominee for the presidential candidate of his party, Gene Raymond as his wily and unscrupulous opponent. Each seeks the endorsement of a powerful ex-President, a veteran of savage campaign warfare, played by William Gargan. The machinations of this trio lead to taut crisis, punctured steadily with unexpected laughs.

Senators, delegates, convention staff members and representatives of the press, coming and going in a raucous parade, add to the feverish tempo of the action.

THE Royal Danish Ballet will give five performances on August 12, 13, 14 and 15 at the War Memorial Opera House. Its repertory ranges over three centuries from the oldest ballet extant, the only ballet comique from the eighteenth century, through full length works of the romantic era of the nineteenth century.

AT the Curran Theatre "The Flower Drum Song" continues till September 24. Next door at the Geary Theatre the glamorous Marlene Dietrich opens on September 5. Her show ends on September 10, and will be followed by Johnny Mathis from September 13 to 18.

Letters

Your "Profile of an Airport" in the June issue was a revelation. I had no idea our airport had grown so fast.

"The City-County" Record is to be congratulated for bringing this impressive story to the attention of the citizens who own this magnificent facility.

Charles B. Von Storch
717 Market Street,
San Francisco

I always look forward to "Bay Window" to get the inside goings on in civic activities and our community. The variety I think keeps it sparkling. I hope you keep plugging for the architecture that makes and will keep San Francisco distinctive.

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OCTOBER, 1960

Henry Roden Appointed to City Public Utilities Board

Henry W. Roden, business consultant, mystery writer, and world traveler, has been appointed to the city's Public Utilities Commission by Mayor George Christopher.

He will succeed Attorney Joseph Martin, Jr., who resigned after four years on the commission because of the press of his law practice and his duties as a new Republican National Committeeman.

Roden, 65, advises companies—among them Crown Zellerbach—on merchandising and advertising matters.

Here Eight Years

He has lived in San Francisco for the last eight years, and prior to coming here was president of American Home Foods Company, a subsidiary of American Home Products Company, in New York.

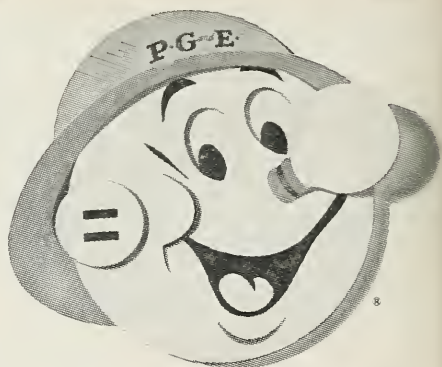
A graduate of Cornell University, Roden is a member of the Stock Exchange Club here and also a member of the board of the San Francisco Ballet Guild.

Mystery Novels

He has written five mystery novels, but now confines his writing to lengthy travelogues which he sends to some 300 friends as he travels. His recent trips include visits to Russia and the Far East.

Roden is a Republican, but the Mayor said, "This is not a political appointment. I did not know Mr. Roden, but he was suggested to me as a man highly qualified to help direct our Public Utilities Commission, which has an investment of many millions of dollars."

Roden and his wife, Leslie, live at 1999 Broadway.



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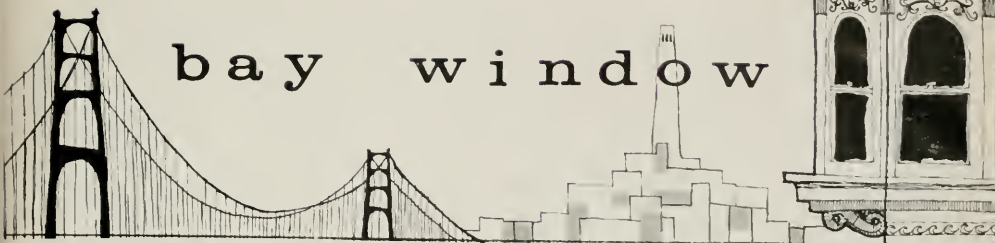
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JUST ONE COLUMBUS: One of the most reassuring items in connection with the just-completed program of Columbus Day festivities was the portrayal of Christopher Himself by Joe Cervetto.

It was a satisfying, flamboyant, happy performance turned in by Signor Cervetto who deserted his janitorial firm for the half-a-dozen days involved in the Columbus celebration to don both the garb and the grand manner of the Explorer.

Not too many years ago—three or four, if our creek memory serves—there was a situation that caused grave concern if not downright consternation in the Italian-American colony. That was when there were two—that's right: TWO—Christopher Columbuses.

One was Bimbo Guintoli, the one-time Palace Hotel busboy who worked tenaciously up and into San Francisco's polyglot heart as the famed impresario-owner of Bimbo's 365 Club on outer Columbus Avenue. He had been selected to portray Columbus by the Columbus Celebration Committee which annually sponsors the coronation ball, civic banquet and parade.

The other Columbus—and he we must admit our creek memory breaks down completely, leaving us only a lacuna where a name should be—was selected by the Columbus Citizens Committee which each year produces the pageant at Aquatic Park.

The result that year was somewhat grim. Bimbo did everything he was supposed to do, starring in the ball, the banquet, the parade,

made the historic landing from the Santa Maria (a fishing boat) in the New World (Aquatic Park). And at that point he was greeted by this other Columbus!

Well, it was perplexing, indeed, and was the kind of euphemistic experience completely unenjoyed by everyone connected with the celebration. The only ones who relished the dual Columbus roles were the gentlemen from the press; they, at any rate, had a refreshingly new angle to use in their accounts of the affair.

Aside from the press, everyone vowed this would never happen again. And it hasn't. The next year Joe Cervetto took over and he's been at it ever since, happily presiding over the annual discovery of Aquatic Park and the other San Francisco areas that are involved in the Columbus celebration.

While on this subject, we might recall one of the most liting situations in the history of the Columbus observance. This was in one of the World War II years when, for security reasons, the landing at Aquatic Park was banned.

So the landing took place on the firm earth of Washington Square, with the good ship Santa Maria approaching atop a scavenger's truck down Union Street. As the truck neared the Square, Columbus dropped his trusty sword, jumped off to retrieve it.

Citizens gathered to witness the (dry) landing were treated to the unorthodox and unplanned spectacle of the Santa Maria arriving first at Washington Square, with Columbus racing after it on foot,



BIMBO GUINTOLI
One of Many

yelling with understandable chagrin, "Hey, wait for me!" . . .

This year's celebration was under the chairmanship of John Figone Jr., whose father, Under-sheriff John Figone, had himself been head of the celebration some 15 years ago. Young Figone, who operates a travel agency, followed some of the smallest footsteps in the history of the Columbus extravaganzas in San Francisco.

The small footsteps were made last year by the first lady ever to have taken the lead of the Columbus committee—Mrs. Grace Duhagon, remarkable, peripatetic, charming, intensely active.

Chuckful of ideas and initiative—she's one of the directors of the Italian Welfare Agency, writes a newsy column every week for Little City News, is one of the two female members of the 1960 Grand Jury—Grace brought her flair for the newsworthy to the celebration, involved the major downtown department stores in Italian style promotions during Columbus week, enticed Claire Booth Luce, former Madame Ambassador to Italy, to San Francisco to speak at the biggest banquet ever held.

Hers was a vastly successful celebration, establishing precedent galore, most of which are going to be extremely challenging to her successors.

POLYGLOT NORTH BEACH
Always a polyglot district since its earliest beginnings, North Beach since the war has had the interesting experience of receiving a mass

(Continued on Page 10)

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The Plot to Sell San Francisco

By PAUL AVERY

An organized, multi-million dollar plot to sell San Francisco is being carried out only a stone's throw from City Hall.

There's nothing secret about the scheme. Mayor George Christopher is in on it. The Board of Supervisors is in on it. Everyone living, working or doing business in San Francisco is in on it.

The plotters are staff members of San Francisco's Convention and Visitors Bureau. It's their job to figure ways and means of attracting hundreds of thousands of conventioners and tourists, and many millions of dollars, each year to Baghdad-by-the-Bay.

It is not as easy a task as it would seem.

Most would suppose San Francisco sells itself; that its countless charms need no Madison Avenue huckstering. There is some truth in this. The breathtaking views from atop the hills, mysterious Chinatown, Golden Gate Bridge, romantic North Beach, Fisherman's Wharf; all these sell themselves, but for the most part only to tourists.

It requires professional promotion to land San Francisco its share of the billion dollar convention and trade show industries.

Each year, some 3,500 conventions and trade shows meet in cities across the nation. Competition for this business is something fierce. San Francisco cannot rely just on its charm to attract these meetings. New York, Chicago, Boston, and other cities have their charming points, too.

What, then, is the lure that San Francisco must use to obtain a piece of the billion-dollar pie? Surprisingly, it is promotion of the city's outstanding hotels, auditoriums, and exhibit halls, plus the proud fact that San Francisco will live up to any promise it makes to a group deciding to meet here.

This strategy is more than successful judging by statistics. During 1959, 338 conventions, trade shows and major events (such as the Pacific Festival) brought 1,448,057 visitors, who spent \$31,227,365.72, to San Francisco. More than one-third of these were national and international conventions and trade shows. The remainder were State, regional and district conventions and shows.

San Francisco was in the midst of rebuilding following the devastating 1906 earthquake and fire when a group of farsighted civic and business leaders met and formed the San Francisco Convention and Tourist League. The organization was incorporated, on a non-profit, membership basis, on November 30, 1909. (In later years the word "League" was changed to "Bureau," and the word "Tour-



WALTER G. SWANSON
Vice President and Gen. Manager
S. F. Convention & Visitors Bureau

ist" to "Visitors.")

Records of the first year of operation showed the infant League managed to attract 27 conventions, attended by 30,000 delegates who spent \$1,200,000—a staggering sum in those days.

If some businessmen voiced skepticism as to the value of convention promotion, they quickly changed their tune when the League helped produce the 1915 Pan-Pacific Exposition, an event that brought millions of visitors to San Francisco from all points of the globe.

The early years of the League were beset with problems, some of which—such as lack of a sufficient number of hotel rooms and meeting space—continue to prove a headache today.

In 1959, the Golden Anniversary of the Bureau, the story of the beginning years was put down on paper. Following are a few paragraphs that tell some of the problems that had to be overcome:

"The Pan-Pacific Fair brought, of course, a dramatic upsurge and an equally quick dip to San Francisco's convention volume. Soon all America was caught up in the feverish activity of the War (World War I). These hectic times did not stop the efforts of the League.

By 1920 there were 81 conventions, 294,000 total attendance, and the cheerful sound of \$11,763,000 of outside money dropping into local coffers.

"Following a year of post-war recession came the 'roaring twenties.' Coolidge prosperity and gangster bootleggers. San Francisco did well on conventions through those years, with 236 in 1928. Next year came the sickening market crash. The League's dream-world came tumbling down with everything else.

"But there had been solid gains that were not wiped out. Between 1926 and 1930 the Mark Hopkins and Sir Francis Drake were built.

"During the '20s and early '30s, it was the custom to tap local businessmen for contributions every time a convention plum was dangled before them. The practice of 'buying' conventions proved similar to most bad habits—easy to start and hard to stop. Once it became known (among convention directors) that there was money to be had, a horde of promoters swooped down."

The pay-off policy of obtaining conventions was thrown out the window in 1936 by a young man, Walter Gaines Swanson, who had been selected for the job of general manager of the Bureau, a post he has held ever since.

One of the conditions on which Swanson accepted the Bureau's managerial reins was adoption of a policy that conventions would be wooed, not purchased. His opinion was that a convention that had to be bought wasn't worth having. He knew also that groups holding the most productive, and profitable, meetings seldom desired to be subsidized. Their only concern was that they be given suitable facilities and services at reasonable prices.

Under Swanson's leadership, San Francisco's convention business boomed and created a need for additional hotels, restaurants and meeting halls.

Brooks Hall, completed in 1958, resulted from the efforts of Swanson and the other members of the Bureau staff.

Keeping an interested eye on the day-to-day work of the Bureau staff are more than 50 of San Francisco's top business and civic executives, who make up the officers and directors of the organization.

The current president is Henry T. Maschal, of Harris-Kerr-Forster & Co., who elsewhere on these pages gives a prediction of what San Francisco can expect in the

way of convention business in 1980.

Swanson and his staff spend most of their time working three to five years in the future, booking conventions that will be meeting in 1963 to 1965. They keep in close touch with convention directors to determine how many hotel rooms and what auditorium facilities will be needed should that group decide to meet in San Francisco.

If a convention group shows definite interest in coming to San Francisco, the Bureau begins contacting the hotels to determine how much space will be available. Then the convention directors are contacted and told just what facilities San Francisco will provide.

Swanson's job isn't over when a convention chooses to come to San Francisco. He must then see to it that every promise the Bureau has made is lived up to and that the visiting delegates are more than satisfied with the choice.

"When you engage in the task of quartering thousands of visitors in an average of six conventions a week, you can conceive that it is a perilous enterprise. It is perilous because you are never permitted to forget the immense amount of goodwill which the world bears for San Francisco, and that it might be seriously damaged by a single mistake," Swanson says.

As more hotels and exhibit halls are built in San Francisco, more conventions and trade shows can be expected to meet here.

The returns on the investments made by the Bureau mean money in every cash register in town in the long run, and eventually to every citizen of San Francisco.

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Future Convention Outlook For a Growing San Francisco

By HENRY T. MASCHAL, President

In the year 1980 San Francisco will host 445 conventions and trade shows with more than 363,000 out-of-town delegates spending over \$72,000,000 here. This was the conclusion reached by a national firm of economic development consultants when asked by the San Francisco Convention and Visitors Bureau for a study to foresee our public convention facility needs which could be presented to the City Planning Commission.

Compared to the business the city handles today, it means that each year 107 more conventions and trade shows will be meeting here, that 132,500 more out-of-town delegates will be visiting us and that they will be spending \$42,000,000 more in the city. When we analyze the impact on the city of this increased convention business, we should be glad that this influx of visitors will occur 20 years from now and that we have time to prepare for it. Our present facilities just aren't capable of handling such a load.

To match the requirements of 1980, the city must gradually increase its facilities for exhibit space, meeting rooms and hotel bedrooms. Centering its main convention plant around the Civic Center Plaza, the city will need a minimum of 289,000 square feet of exhibit space. The Civic Auditorium and Brooks Hall now combine to give 139,000 square feet. The study recommends that an exposition hall of 150,000 square feet be built adjacent to the Auditorium.

With a strong trend toward small group discussions, committee meetings and other activities, sixty small meeting rooms—seating 40 to 250 persons—should meet the requirements of all but a few organizations. Most of these rooms will be available in the modernized Civic Auditorium.

As for large meeting rooms, a minimum of seven theatre-type halls, ranging from 1,000—8,100 seating capacity, will be needed. These are now available in present buildings near the Civic Center Plaza.

No doubt additional hotel and motel bedrooms will be constructed to keep pace with the expanding size of conventions to be held here. Included in some of this construction is the need for more meeting-room space with sufficient capacity to permit an increasing number of hotels to serve as headquarters for the eight conventions which will be convening here each week.

Aside from the physical facilities needed by a great convention



HENRY T. MASCHAL, President
S.F. Convention & Visitors Bureau

city, San Francisco's chief handicaps have been time and money in traveling here. The time factor has been practically eliminated by jet travel. It may be anticipated that, as air lines amortize their huge investments in jet aircraft, the cost of traveling to San Francisco may be reduced.

In forecasting the future, we must look to the past. We have been fortunate that San Francisco's appeal as a unique and attractive place to visit has played a major role in booking conventions and trade shows. We are cautioned that this extra advantage is not self-perpetuating. Competition from rival cities is steadily narrowing this advantage. The answer is, as the study pointed out, that our competitive position must be maintained by the conscious efforts of local citizens through sound city planning and public improvements, through bold decisions by private investors and through consistent promotional activity by all agencies concerned.

All these preparations should call for maintaining the San Francisco Convention and Visitors Bureau at a steadily rising level of efficiency to assure that San Francisco will be as skillfully and professionally sold to convention-holding organizations in the future as it has been in the past half century.

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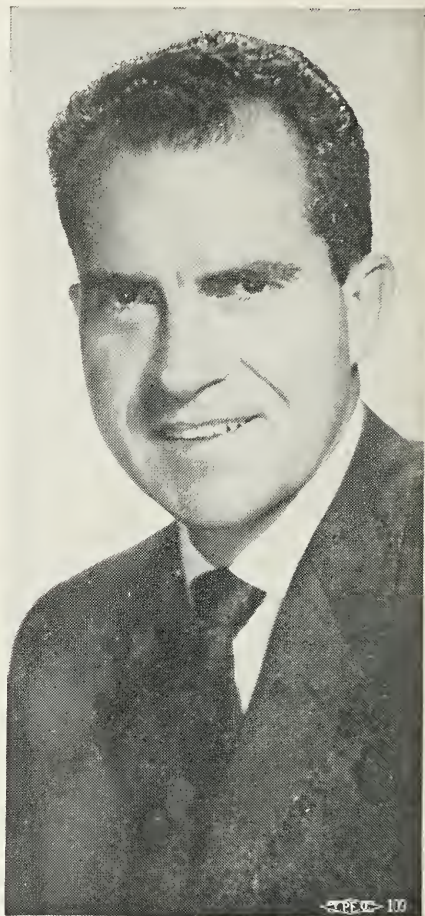
As the first truly working Vice President, Dick Nixon discharged his heavy responsibilities so well that President Eisenhower said:

"There is no man in the history of America who has had such a careful preparation as has Vice President Nixon for carrying out the duties of the Presidency."

Dick Nixon's familiarity with grave international problems, and most particularly his firm, complete understanding of the nature of Communism, qualifies him to lead America in a time of continuing world crises.

His record of past service in Congress assures an effective working relationship between the executive and legislative branches of our government, with proper respect for the vital and basic principle of division of government powers.

Dick Nixon's record speaks for itself, which is why Californians — Republicans, thinking Democrats and leading independents — are proud to unite to keep California's favorite native son in Washington . . . as our next President.



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PUBLIC UTILITIES COMMISSION UNVEILS PLAN FOR AIRPORT TERMINAL BUILDING

By BILL SIMONS

Keeping pace with the explosive growth of San Francisco International Airport, the Public Utilities Commission unveiled preliminary plans for an \$8,000,000 terminal building to be constructed on the south side of the Airport's present terminal area.

When completed by early 1963, it was estimated—the new structure will present a handsomely curved, 800-foot-long addition to the southern flank of the existing central terminal building. It will be financed by 1956 Airport bond funds.

By 1970 another similar addition to the northern flank is contemplated, thus completing the terminal area complex in the form of an oval—the central terminal building at one end, the two new terminals on either side, and a multi-level parking facility filling in the center.

Walter Becket, FAIA, of Welton Becket and Associates, in presenting the plans for the South Terminal, pointed out that it is in consonance with the master plan for the entire terminal area which his firm had developed and which the Public Utilities Commission had approved in February, 1959.

The plans for the South Terminal were submitted with the recommendations of Harry E. Lloyd, head of the Utilities Engineering Bureau, as to its technical aspects and of Belford Brown, Airport manager, as to its functional aspects.

PUC President Edward B. Baron declared, "This is another very significant step towards making San Francisco International Airport the finest in the world. We must be constantly alert in meeting the challenges posed by commercial aviation's dynamic growth and in continuing San Francisco's historical position as an International Gateway."

The South Terminal will contain 320,000 square feet—an area comparable to the space in the existing central terminal, exclusive of piers and connecting concourses.

Need for additional terminal space has been dramatically pointed up by enormous passenger increases since the central terminal was opened in 1954. At that time 2,879,366 passengers enplaned and deplaned at the Airport. By last fiscal year, 1959-60, the total had shown an explosive increase to 5,017,479. And, Airport Manager Brown reported, the FAA has estimated that by 1970 more than 8,400,000 passengers will use the Airport.

Airlines scheduled to occupy space in the South Terminal are American Airlines, British Over-



BELFORD BROWN
Manager, S. F. Airport

seas Airways, Japan Air Lines, Lufthansa German Airlines, Qantas Empire Airways, Pan-American World Airways and Trans World Airlines.

When the South Terminal is completed, the following airlines will continue to occupy the existing central terminal: Pacific Air Lines, Pacific Southwest Airlines, United Air Lines, West Coast Airlines and Western Airlines. Additional space will be available for other airlines expected to be certified to San Francisco International Airport.

Composed of two levels and a mezzanine, the South Terminal will connect to the Central Terminal via Pier "E" and attached upper level concourses.

Airline ticket and check-in counters will occupy space on the upper level along the length of the building, broken by high-ceilinged lounges and adjoining restaurant, bar and concession areas.

Each ticket counter segment will be directly adjacent to a concourse entrance leading to the piers from which the aircraft will be boarded, a placement enabling passengers to walk the minimum distance to the aircraft.

Adjacent to each gate position in the piers will be passenger waiting rooms, airline club rooms and convenience facilities. The waiting rooms are designed for future use of loading bridges from building to aircraft.

(Continued on Page 9)

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AIRPORT TERMINAL BUILDING

(Continued from Page 7)



PASSENGERS' VIEW OF THE AIRPORT TODAY

Arriving passengers will enter the South Terminal via the second level piers and concourses directly to the ticket lobby and will go down by escalator to the ground level for baggage claiming. The baggage claim lobby will be divided into three separate—but connected—areas, each with its own self-claim counter served by automatic baggage conveyors.

From the baggage claim lobby passengers will exit directly to the street level for boarding ground transportation.

Pedestrian overpasses from the South Terminal's ticket lobby and underpasses from the baggage claim lobby will connect to the multi-level parking structure.

Three banks of two-way escalators plus one down escalator will be provided between ticket lobby

and baggage claim lobby in the terminal. The plans provide for future mezzanine offices over the ticket counter and office areas. All passenger waiting lounges and observation areas are enclosed in glass.

The frame of the upper part of the building is of fire-proofed steel construction which features trusses spanning the width of the ticket lobby. A continuous marquee runs the length of the building, protecting the upper level sidewalk. Below this marquee the entire facade is glass punctuated by entrances at regular intervals—each with automatic door operators—and above the marquee the wall is designed with a rich pattern formed by masonry panels separated by narrow vertical strips of colored glass.

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This architectural rendering shows the interior of the second floor lobby of the new South Terminal Building. Architects and engineers for the airport's jet age expansion presented the design to the Public Utilities Commission, following a year and a half of work and study with airport engineers and future airline tenants.

Bay Window

(Continued from Page 3)
 of Chinese-American families who have burgoned from the 20-block ghetto that Chinatown once was.

This integration was accomplished without blood-letting, without neighborhood protest meetings, with only transient consternation over real estate values.

The result is a lively confusion of market displays along Stockton Street and Grant Avenue and an equally lively confusion of tongues: the Cantonese blending contrapuntally with the more melodious Italian dialects.

Thus, it is downright appropriate that, concurrent with the Columbus celebration, comes the Chinatown celebration of "double ten". Double Ten Day (the tenth day of the tenth month) this year saw another parade hot on the heels of the Columbus parade.

And the same thousands of San Franciscans who turned out to cheer the Great Explorer—Joe Cervetto, that is—on his historic trek down Market Street and over Kearny to the Beach also turned out two days later to cheer the traditional dragon as it wove its way down Grant Avenue.

Double Ten Day commemorates the 49th birthday of the Republic of China which was born when the Manchu dynasty was overthrown.

But to us the significance of Double Ten is not so much international as it is entirely local—the fusion of the Chinese-Americans and the Italian-Americans in celebrations that brought the other All Type-Americans of San Francisco together in one great week of togetherness.



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President
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EDWARD BARON ELECTED HEAD OF CITY'S P.U.C.

Edward B. Baron, a commissioner for the past 11 years, is the new president of the San Francisco Public Utilities Commission.

He will serve until his term expires January 15. Baron, a retired theater owner, was first appointed by Mayor Elmer Robinson in 1949 and later reappointed by Mayor George Christopher. He succeeded Joseph Martin, Jr., who recently resigned.

Replacing Baron as vice president was Stuart N. Greenberg, 65-year-old foundry owner and a Christopher appointee. Greenberg's term on the commission will expire in 1963.

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Clay Bernard Named As Foreman of New Federal Grand Jury

A New Federal Grand Jury of 12 women and 11 men was impaneled by Federal Judge Oliver J. Carter here October 4th, to serve until April.

Clay Bernard, assistant vice president of Western Airlines here and foreman of the Federal Grand Jury which ended its term in October, 1957, was appointed foreman.

Randall L. Ward, vice president of the Gray Line here, was named deputy foreman.

The new jury held a brief organizational meeting and scheduled its first session on criminal matters.

Other jurors are Mrs. Barbara R. Allen, 131 Sir Francis Drake Blvd., Ross, housewife; Charles F. Ayres, 9, Stadium Way, Kentfield, unemployed newspaperman; Mrs. Jeannette B. Briggs, 1520 Vallejo Ave., Novato, housewife; Roy P. M. Carlson, 722 Vernal Way, Redwood City, bank lending officer; Mrs. Frances D. Carney, 309 North St., Sausalito, housewife.

Mrs. Minnie Chaput, 3360 Kianis St., Oakland, widow; Mrs. Sarah S. Chase, 6190 Broadway Terrace, Oakland, housewife; William G. Chestnut, 2070 Oakland Ave., Piedmont, can company supervisor; Roy K. Dearth, 128 Spencer Ave., Sausalito, savings and loan executive; Edward E. Dormaier, 29 Rio Vista Ave., Oakland, grocery clerk; Robert P. Elder, 101 Elm Ave., Larkspur, P.G.&E. supervisor; Leona E. Growney, 393 Silver Ave., milk company clerk; John C. Hurlburt, 13 Crestview Ct., Orinda, manufacturers representative.

Mrs. Dorothy Hynding, 810 Miller Ave., South San Francisco, housewife; Arvie P. Korstad, 1161 Court Rd., Novato, fire rating bureau engineer; Mrs. Ellen L. Owen, 161 Estates Dr., Piedmont, housewife; Harold W. Parks, 901 Helen Dr., Millbrae, telephone company sales manager; Mrs. Clarice P. Rogers, 3617 Center Ave., Richmond, Navy civilian employee; Mrs. Martha H. Trudell, 188 Bulkley Ave., Sausalito, newspaper employee; Mrs. Florence A. Vose, 231 Greenbank Ave., Piedmont, widow; and Mrs. Ruth H. Walker, 1939 Haste St., Berkeley, secretary.



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Fisherman's Wharf Fiesta!

San Francisco's Fisherman's Fiesta, November 10 through 13, will feature three days of entertainment headlined by Connie Haines and the Lancers, according to Co-Chairmen Dominic Strazzullo and Bill Brannan.

Afternoon shows at 4 and evening shows at 7:30 in the parking plaza at the wharf will present a wide variety of colorful acts.

Saluting the opening of the crab season and the city's colorful wharf restaurants and fishing industry, the three-day program will also include exhibits by supporting industries and many special events.

The fiesta, the biggest to date, will be presented by the Fisherman's Wharf Association and sponsored by the San Francisco Chamber of Commerce, the Down Town Association, the Northern California Seafood Institute, the S. F. Port Authority, and the City and County of San Francisco, in cooperation with many San Francisco organizations.

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FISHERMAN'S WHARF - SHOWCASE OF SAN FRANCISCO'S FISHING INDUSTRY

San Francisco's famed Fisherman's Wharf, mecca of tourist and native alike, can best be described as a bit of old Italy transplanted from the Bay of Naples to the Bay of San Francisco.

Although only fifteen minutes by picturesque cable car from downtown skyscrapers, the Wharf with its mingled sea odors, shouting vendors and tidy fishing boats seems like another world.

Of course the high-sterned junks of the Chinese shrimp fisherman have long since disappeared and the colorful sailing craft of the Italians who supplanted them have gone too. Instead, the tiny, brightly painted gasoline boats of the crab fisherman and the tall-masted 70-foot, diesel-engined trawlers of the sardine fleet rest side by side on the smooth surface of the harbor. But on the wharves alongside these signs of modern times, the oldsters of the crab fleet still sit cross-legged, mending their nets by hand with long wooden needles, and the sidewalk is lined with huge iron cauldrons simmering over the open fires of boxwood, where live crabs are boiled after the buyer has selected his choice. Behind the kettles are squirming piles of lobsters and trays of shrimps and prawns.

Ignoring the curious stares of onlookers, the sun-tanned, weather-beaten fishermen go about the work of hanging their nets to dry, painting and repairing their boats and haggling with fish buyers.

While most of the fishermen are American citizens and proud of it, the principal language spoken around the wharf is Italian. The younger generation, busily engaged in running errands, selling sea food or fishing from the wharf, combines the native tongue with American slang, causing the old-timers sadly to shake their heads in dismay at the teachings of the New World.

In crab fishing season, from November through August, the 500 vessels of the crab fleet usually leave the wharf with the tide—between two and three o'clock in the morning—bound for the fishing grounds three to six miles outside the Golden Gate.

In mid-afternoon, the boats return, laden with crabs and accompanied by screaming hordes of gulls.

Nearly twice as large as the crab boats, the diesel-engined vessels of the sardine fleet are manned principally by Norwegian and Slavonians. In the sardine boats the fishermen venture as far as Alaska and Mexico, using purse seine nets to land their catch.



Net mending is a continual process at San Francisco's Fisherman's Wharf, now making plans for the third annual Fisherman's Fiesta, November 10-13. Three days packed with entertainment honoring the opening of the crab season are planned. John Trevizano repairs his nets at the Wharf.

—Photo courtesy S. F. Chamber of Commerce

The men of the bottom-fish boats, using the paranzella net dragged between two boats, trap sole, sand dab, rock cod and flounder and occasional starfish, octopi and even sharks. The trawlers of the bottom fish fleet rank in size with those of the sardine fleet.

All told, the number of San Franciscans engaged in the fishing industry immediately before the war was slightly more than 2,000 men manning 350 vessels. These men brought into the harbor an estimated 300 million pounds of fish each year. With the end of war and the relaxation of security controls activity in the Bay Area fishing industry increased sharp-

ly. The annual fish yield is now 9.0 million pounds caught by a proportionate increase in vessels and men. The shore community at the wharf includes blacksmiths, boatbuilders, tackle menders and net repairers, and the dock includes a marine service station. Fishing fleet boats are available for hire at an average cost of three dollars per person—which some-

times includes cioppino (fish stew) with red wine.

Fisherman's Wharf, famed for its picturesque citizens and local color, is also a favorite of gourmets the world over. Catering not only to the tourist trade but to the average citizen of San Francisco, the fish grottoes of the wharf specialize in fresh, tempting sea food delicacies. Many San Franciscans journey to the wharf on a Sunday afternoon for a fish dinner or a shrimp or crab cocktail. Housewives, trading in the well supplied fish markets, reminisce of the days of crab "craws" a few years back when local fishermen

(Continued on Page 14)

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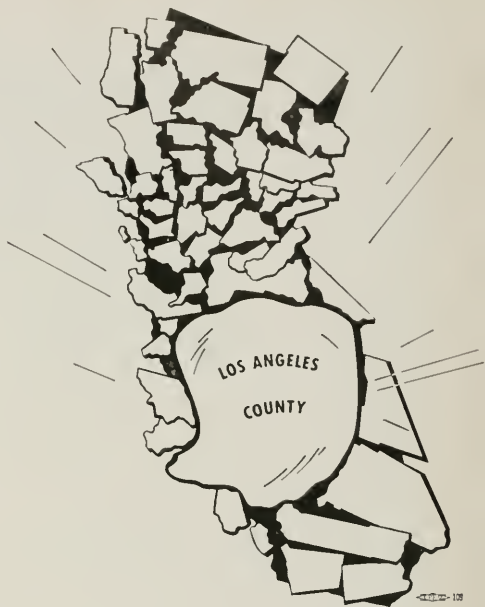
The Senate-Packing Reapportionment Scheme

THE BONELLI PLAN WOULD —

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Proposition No. 15 to reapportion the State Senate — taking 8 Senators away from 45 Northern California counties, giving 6 of them to Los Angeles county — is a politically-motivated scheme designed to further the ambitions of a Los Angeles political clique at the expense of the rest of the State and its taxpayers.

Called the "Bonelli Plan" after its author, Chairman Frank Bonelli of the Los Angeles Board of Supervisors, Proposition No. 15 was born because Bonelli's pet "possessory interest" tax on defense industries was defeated in the State Senate. If this power grab passes — giving Los Angeles county 7 Senators instead of 1, a 600% increase — the Bonelli clique would again try to ram through this new Senate tax

with its direct threat to almost half a million defense jobs.

In addition, the Bonelli Plan would create chaos in State government by destroying the system of checks and balances in the present Legislature, which makes for workable cooperation between urban and rural interests and areas.

The long-range harmful effects of Proposition No. 15 to the State of California are so great that leaders of both political parties, the Governor and most State officials, Boards of County Supervisors and Good Government groups are united in opposition to this Senate-packing scheme.

Keep good government in California. Vote NO on Proposition No. 15!

VOTE NO ON PROPOSITION NO. 15

General Election November 8, 1960

Californians Against Proposition No. 15

870 Market Street, San Francisco 2

Fisherman's Wharf

(Continued from Page 12)

cut prices so low that a few cents would buy enough crab for dinner.

A hearty seafood dinner at one of the Fisherman's Wharf restaurants may be all right for the average tourist, but the sportsman wants the roll of a deck under his feet and the feel of a rod in his hand. The combination of crisp sea air and blue skies is more than he can stand. His fellows can have the vicarious thrill of watching the small boats tie up at the end of a day of fishing while sitting in a comfortable booth enjoying a crab cocktail. But, the sportsman would much rather pull a big one over the side, even if he has to give his catch away for lack of a stove on which to cook it.

Some bass and rock fishing is done just outside the "Gate," but for the amateur rodder out for a day of relaxation and fun the salmon seems to be the most popular fare.

One hundred and seventy-seven boats are licensed for sport fishing, and in recent years a large salmon run at the "Gate's" mouth has kept them busy during the months of March, April, August and September. In times past, a "hitch" on a commercial boat was the only means of following the fish, but now these numerous for-hire boats are available for nominal fee. As a matter of fact their ads read "phone day or night."

The best fishing is to be found just five miles beyond the Golden Gate, and many of the boys out for a day of salmon leave the pier just before daylight so they can have the unique experience of watching the sun rise and looking behind them to see the San Francisco skyline and bridges still sleeping in the dusk of a restful night.

Another reason for the early sailing is the westerly that blows up about high noon. It dulls the enthusiasm of the most avid fisherman, and the small boats rev up and make their way home through the choppy Potato Patch between the rocky headlands.

Big nets and rugged tackle are the order of the day for the trollers



The "Monterey Type" boat used at San Francisco's Fisherman's Wharf had its ancient origin on the Nile and was used for centuries in the Mediterranean, before Sicilian fishermen brought it to northern California. Every year the fishing fleet is blessed at colorful ceremonies honoring Santa Maria del Lume (St. Mary of the Light), patroness of the fishermen, after a procession from Saints Peter and Paul Church in the heart of North Beach, San Francisco's "Little Italy" to the wharf.

—Photo courtesy S. F. Chamber of Commerce

that expect to land the 30 and 40 pounders that aren't at all uncommon in a day's run. The bait's oil is the thing that attracts salmon, so before being dropped into the sea the tails are cut from the sardine.

Yes, when the rest of the world is zipping around in rockets and jet-propelled airplanes, the old fishermen will still sit quietly in the sun, mending their nets and smiling at the boasts of the rodders. San Francisco just wouldn't be the same without the Wharf and the men that take their lives and fun from the blue Pacific.

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FRANK E. MARSH ELECTED TO HEAD INTERNATIONAL INDUSTRIES INSTITUTE

Frank E. Marsh, who recently resigned as general manager of the San Francisco Bay Area Council, has been elected president and



FRANK E. MARSH
President and
Chief Executive Officer

chief executive officer of the International Industrial Institute, Ltd.

The International Industrial Institute is a non-profit organization founded in 1958 to assist governments of foreign nations in building their economies and to aid industries in creating new markets and material sources. One of the Institute's main activities is in the formulation of industrial development programs for the governments of under-developed nations and in assisting the execution of the programs.

Marsh, as president of the Institute, will direct its operations but will concentrate on the industrial development phases of its work. Prior to his joining the Council, the Bay Area's civic and industrial development organization, in 1946, Marsh was with the U. S. government in various capacities. He is a past president of the American Industrial Development Council, a member of the Industrial Council of the Urban Land Institute, and the International Real Estate Federation as well as various other professional and business organizations.

Headquartered in San Francisco, the Institute presently maintains offices in New York, Washington, Honolulu, and Paris, and will open offices in September in Sydney, Australia and Guatemala City.

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NOVEMBER - DECEMBER, 1960



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Leading Businessmen Serve As Committee Chairmen Of World Trade Center

Governor Edmund G. Brown has announced the appointment of two leading businessmen to an advisory committee to the chairman of the San Francisco World Trade Center Authority.

They are Benjamin H. Swig, manager of the Fairmont Hotel, and Robert Feldhammer, vice-president of Western Carloading Company.

Swig will serve as chairman of the committee. Feldhammer will be vice-chairman.

The governor said the committee was created at the request of Adolph Schuman, chairman of the Authority, as part of an overall plan to increase San Francisco's world trade activities.

Other appointments to the committee will be made in the near future, the governor said.

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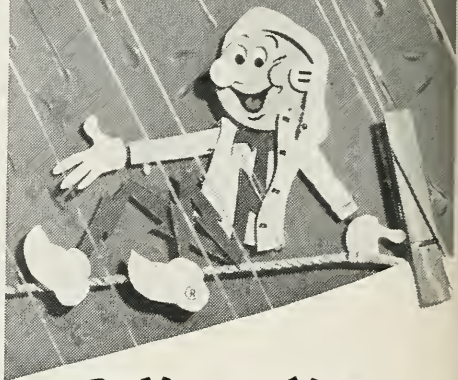


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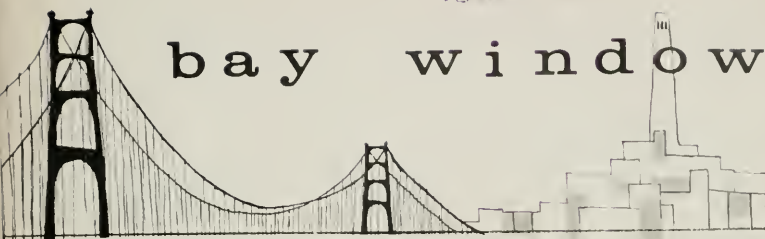
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4TH ESTATE, THERE'S HOPE: And particularly, Jerry Bundsen, there's hope. Jerry, as you in the "know" must know, is Herb Caen's man Monday-through Sunday; he's the agile-brained left hand of the great Caen who intercepts a million and one items flung in the direction of The Chronicle's No. One Columnist, weighs them, tries them on for reading size, forwards those that fit on to the Great Man . . . And those that get through Jerry have a better than fat chance of landing in type.

So, Jerry, there's hope. You, too, may be the President's press secretary—some day, say, if Charlie Theriot becomes President, an unlikely circumstance, but take heed:

Back in the days—black they were for The Chronicle, but luminous indeed for The Examiner—when Caen's title page spot was occupied by a series of try-outers while He, that is—was enjoying a higher-paid apostasy on the Hearst morning paper, Bob DeRoos was columning with the Man Friday assistance of a young reporter, Pierre Salinger.

Pierre was good, but not good enough to salvage the column indefinitely. So he went on to other areas, like the old Collier's Magazine and, eventually, to press-secretarying a Congressional committee the legal counsel of which was another young man, name of Bobby Kennedy.

Thus it was that Pierre—following the rigors of a national campaign without precedent for

quake-through, nerve-tingling drama—became Press Secretary of President-elect Kennedy.

And thus it is that there's hope—if he wants it—for Man Friday Bundsen.

AND MORE EMERITI: Actually The Chronicle should hang its hallowed Republican head, for demonstratively it is not doing at all well staff-wise by the Grand Old Party. Not only has Salinger become a mark of political defectiveness, but there's another notable one closer to home.

Jack Burby Fifth & Mission's former City Hall reporter is now lushly (\$18,000 a year ain't lush?) lost among the Democrats as Governor Pat Brown's Press Secretary.

You might say with a certain amount of impunity that The Chronicle is civic-minded indeed, when you consider the amount of training it has invested in reporters who have gone on to the significant positions in San Francisco government.

Take Ray Leavitt, its one-time City Hall reporter, who is now Assessor Russ Wolden's—and a note about him a bit later—Chief Assistant. Or Ben Kline, another City Hall reporter, who preceded Ben Benas as Purchaser. And add to the list Don Cleary, San Francisco's "Mr. Sacramento," yet another one time City Hall reporter. And Bill Simons, the PUC's Public Service Director. For a short-cut to City Hall, apply to the Dept. of Editorial Employment, The Chronicle. . . .

NEWSPAPER POSITIONING: When Jack Rosenbaum—one of the most consistent, most genuinely



Assessor Russell Wolden

liked columnists in the business—returned to his logical spot opposite Art Caylor on the News-Call Bulletin's title page, it was a victory for a relative newcomer named Guy Wright. Poor Wright, oozing with talent, was thus sprung from the dark, dank and dreary TV slot into the bright light of general columning. And the guy—Guy Wright, that is—is exceptional. The News-Call Bulletin will be fortunate to hold him in San Francisco.

But Wright isn't the only gem of the year discovered locally. There's another guy, name of Art Hoppe.

The Chronicle sent Hoppe up with a sort of heckling column on politics. Then it sent him out on the political caravan, covering the peripatetic paths of Kennedy and Nixon. The result was some of the most sparkling, stimulating, sagacious coverage a campaign has ever received.

Bay Window suggests that Hoppe won't be long for The Chronicle. He, like Wright, is too good. Unless they are both saved for San Francisco—as Stan Delaplane was saved—through syndi-

QUESTIONS WITHOUT ANSWERS: No. One question has to be: Will our Mayor now be recruited to running for second fiddle? Lieut. Governor to Chief G.O. Fiddler Nixon's Governor? And how does Pat Brown feel about such music?

Another is: Will anyone—there is, Anyone—come out right now.

(Continued on Page 14)

How well do you know San Francisco?



Even most lifelong residents of the Bay Area haven't visited all the famous landmarks that have made San Francisco beloved throughout the world. If you're a stranger, Gray Line tour is a must: if you're a native, you'll still find a tour exciting, informative, entertaining. Be sure to tell visiting friends. Take a Gray Line tour of San Francisco. Hundreds of thousands do—every year, and say, "There's nothing like it!"

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NOV. - DEC., 1960

VOLUME 27 NUMBER 8

Have Gun, Will Travel

By PAUL AVERY

WILLIAM R. (Billy the Kid) HOLMAN, who earned his reputation for troubleshotting in the Texas badlands, rode into San Francisco with blazing barrets."

In 1860 that might have been a newspaper's way of announcing the arrival in town of a hired gun. In 1960, although somewhat out of style, a similar passage of prose would have been apropos to herald the hiring of the city's new chief librarian.

For William R. Holman immediately destroyed the cartoon illusion that pictures a librarian as a "Casper Milquetoast" type.

The usual approach in assuming an administrative post is one of caution, particularly when you are following in the footsteps of a man who departed under a "resign or be fired" edict.

Holman, however, had not been hired to act with caution. To the contrary, he landed the \$12,564-a-year job because of the impressive reputation he had gained in San Antonio, Texas, as a troubleshot—able to rejuvenate even the most lethargic library system.

San Francisco finally realized it had just such a system and began a long search for a man capable of creating a 20th Century library out of a 19th Century muddle. The field of 50 applicants was quickly narrowed down to Holman.

The bookish Paladin hadn't even been officially sworn in by Mayor George Christopher when he called a press conference where he put his outspoken opinions on the line.

Newsman, expecting the usual governmental question dodging, were frankly awed by the rapid-fire straight-from-the-shoulder answers given them. One reporter attempted to describe Holman in his next-day story as "self-confident to the point of brashness." His editor, not having seen Holman in action, deleted the shrewd observation.

The dailies used different approaches in bringing Librarian Holman to the attention of the public, but each agreed in the obvious conclusion that the city's antiquated library system will probably be thoroughly overhauled by the time the dynamic, young administrator is finished.

In his preliminary studies, Holman has found many problem points. Chief among these is the library main branch located in the Civic Center.

"That building is a monument to mediocrity," Holman said bluntly. "It has beauty in terms of outside lines, but inside it doesn't meet the requirements. San Francisco is a bookish, unique city. It certainly doesn't rate a third-class library."



WILLIAM R. HOLMAN
Librarian, S.F. Public Library

How does Holman plan to accomplish the task before him?

"It isn't going to be done overnight—but I can assure you we

won't wait five years to get something going, either," Holman said. "I want to spend several weeks determining just what needs to be done in what order. Probably some sort of outside survey will be necessary."

Holman was disappointed that voters had defeated Proposition E, which would have created an appointive post of assistant librarian to ease the administrative burden he will carry.

"I'm sure in time to come the public will realize the necessity of the position and that it will be approved," Holman said.

Holman, a native of Oklahoma, received experience in two university libraries before taking over duties as head of the San Antonio library.

His accomplishments there won him the John Cotton Dana Award from the Canada-American Librarians' Association.

Holman, his wife Barbara, and their three sons, David 13, Roger 12, and Gregory 5, reside at 1033 Kirkham Street.

"Such an exciting city and such a challenging job should make it easy for all of us to adapt to life in San Francisco," Holman said.

Judge Molinari Appointed to Appellate Dept.

Judge John B. Molinari, Judge of the Superior Court, has been appointed to serve as judge of the Appellate Department of that court.



HON. JOHN R. MOLINARI
Judge, Appellate Department

This announcement was made by Chief Justice Phil S. Gibson.

Judge Molinari succeeds the late Judge Orla St. Clair as a judge of that department.

In addition to Judge Molinari, the Appellate Department consists of Judge Preston Devine, who serves as Presiding Judge, and Judge C. Harold Caulfield.

Judges of this department, in addition to their regular duties, sit as a three-judge appellate court. They hear all appeals taken from judgments of the Municipal Court.

Happiness quite unshared can scarcely be called happiness. It has no taste.

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4 FAMOUS RESTAURANTS

Around and About

By WHIT HENRY

SAN FRANCISCO has many charming facets that added together spell **ATMOSPHERE**. A spot that emphasizes this is Bardelli's Restaurant on O'Farrell Street. Once through the inviting doorway the visitor steps into a reflection of the past, a nostalgia past of San Francisco that we all love and revere.

Bardelli's first came into being in 1906 as an Oyster House under the management of two men named Darby and Immel. In 1911 it changed ownership and became Charles's Fashion Grill. Then in 1949 an internationally famous chef named Charles Bardelli decided that San Francisco was to be his permanent home and he became the owner. That was a lucky day for San Francisco, for in this city of noted dining places, Bardelli's has a rightful place. Host and partner is the personable Stu Adams, long popular with discerning gourmets in this city that knows how.

My last name is Henry; that is a simple name, but too often people spell it Henery. Why, I don't know. Henery is a good name but it isn't

mine. Sometimes people address a letter to me and spell it Henri. But think of the ways to spell Hynes; here they are as listed in the San Francisco telephone book: Hynes - Heins - Heinss - Heintz - Heinz - Heinze - Hindes - Hinds - Hines - Hints - Hintz - Hintze - Hinz - Hinize. Or try Ray and you also get Rae - Raye - Re - Rea - Reay - Reagh - Rey - Rhea - Wray. The Cohn clan goes like this: Cohn - Coan - Coen - Cohen - Cohen - Koehn - Koen - Kohen - Kohn - Kohne. The tribe of MacInnes includes MacGinnis - MacInnis - Maginess - Maginis - Maginnis - McGinness - McGinnis - McGinness - McInnes - McInnis. There is only one way to spell Jones, I hope.

My wife made a trip to the Hawaiian Islands a short while ago

and, like most people who return from there, wants to go again. Among her pleasant memories were those of eating banana bread. Being an excellent cook she contrived to get the recipe, and now she delights her friends by making banana bread for them. (And for me, too.) Here is her recipe for a nice, moist banana bread.

3 large bananas
2 eggs
1 1/2 cup melted shortening
1 1/4 cups flour
1 cup sugar
1 teaspoon soda
A pinch of salt

Beat the bananas in an electric mixer, then add eggs and melted shortening, then add dry ingredients. Pour in greased and floured loaf pan. Bake in slow oven (300° f.) for at least an hour and a quarter or until done.

The consistency is more like cake than bread and many persons prefer it to cake.

Some years ago a friend of mine recited a bit of verse called "The Girl with the Blue Velvet Band." He had learned it from a friend of his. Who composed it he doesn't know, but at my urging he wrote it out for me and, it is with pleasure I pass it on to you.

"The Girl With the Blue Velvet Band

In that city of wit, wealth and fashion,
Old Frisco where first I saw lip
And many good times that I there
Are fresh in my mem'ry tonight

One evening while out for a stroll,
Here or there without thought or design.
I chanced on a girl tall and slender
At the corner of Kearney and P

On her face was the first flush of nature,
And her lovely eyes seemed to expand.
While her hair which in rich, brilliant masses
Was entwined in a blue velvet band.

To a house of gentle ruination
She invited me with a sweet smile
She seemed so refined, gay and charming,
That I thought I would tarry while.

She then shared with me a collection
Of wines of an excellent brand.

(Continued on Page 13)

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Showing off the city's new jet-powered fire engine to Mayor George Christopher is Fire Chief William Murray.

(Photo by Chet Born, official photographer, S.F. Fire Dept.)

S.F. Fire Department Aids United Crusade



Battalion Chief Tom Cody presents check for \$12,000 to Miss United Crusade as Fire Chief William Murray and Jim King and Dan Driscoll of the Fire Dept. Union look on.

(Photo by Chet Born, official photographer, S.F. Fire Dept.)

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Gov. Brown Appoints Judge Byron Arnold to Superior Court Bench



JUDGE BYRON ARNOLD

Governor Edmund G. Brown announced the appointment of Municipal Judge Byron Arnold to the Superior Court bench in San Francisco.

Judge Arnold succeeds the late Superior Judge Orla St. Claire.

Arnold, 56, was appointed to the Municipal Court bench in December, 1955, and was elected in November, 1959, to a full six-year term.

He is a former member of the San Francisco Board of Supervisors, serving from September, 1952, to September, 1955.

Arnold was born in Topeka, Kansas, in July of 1904 and was educated in the San Francisco public schools. He was graduated from the University of San Francisco law school in 1930 and admitted to the bar in 1931.

He has served both the Civil and Criminal divisions of the Municipal Court and was a Judge of the Superior Court pro-tem for three months during the autumn of 1959.

He is a member of the Islam Temple of the Shrine, the Olympic Club, the Press and Union League Clubs and the Civic League of Improvement Clubs.

Judge Arnold is married and lives with his wife, Elma Catherine, at 2930 - 21st Avenue, San Francisco.

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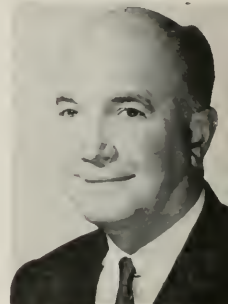
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Herbert H. Harmon to Head Membership Dept.



HERBERT E. HARMON

Acting Manager, Membership Dept.

Herbert H. Harmon, field representative of the San Francisco Chamber of Commerce, has been appointed acting manager of the organization's Membership department, according to G. L. Fox, general manager.

Harmon succeeds Alan J. Uro, who recently resigned.

Harmon had a varied career publishing, advertising, public relations and sales promotion before joining the Chamber in 1956. He was born in Atchison, Kans., attended schools in Denver, the University of Alabama, Golden Gate College and the University of Colorado. He will head up an intensified membership drive, expansion of the department's staff and development of new promotion literature.

William J. Bird, Western Vice President of John Hancock Mutual Life Insurance Co., and former executive vice president of the Greater Boston Chamber of Commerce, was recently appointed chairman of the Membership committee. He will play a key role in membership expansion plans.

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Margaret Smith, Personal Secretary
John L. Mootz, Administrative Assistant
John D. Sullivan, Public Service Director

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225 Columbus Ave.
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James J. Sullivan, 31 West Portal
Joseph Sullivan, 111 Sutter St.
Alfonso J. Zirpoli, 300 Montgomery St.

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Jillian M. Senter, Chief Assistant Clerk
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County, State and National Affairs — Fardon, Casey,
Education, Parks and Recreation — Rolph, Blake, J. Joseph Sullivan
Finance, Revenue and Taxation — Halley, Fardon, Zirpoli
Judiciary, Legislative and Civil Service — Dobbs
Police — Casey, Dobbs, James J. Sullivan
Public Buildings, Lands and City Planning — J. Joseph Sullivan, Dobbs, James J. Sullivan
Public Health & Welfare — Zirpoli, Halley, McMahon
Public Utilities — McMahon, Fardon, Zirpoli
Streets and Highways — Blake, Rolph, J. Joseph Sullivan
Rules — Erlola, Dobbs, Halley

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Russell L. Wolden
KL 2-1910

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206 City Hall
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HE 1-1322

DISTRICT ATTORNEY
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Thomas C. Lynch
EX 7-0549

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UN 1-1535

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Matthew C. Carberry
HE 1-2121

TREASURER
101 City Hall
John J. Goodwin
HE 1-2121

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UN 1-8552

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Melvin J. Cullen
Preston Irvine
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4th City Hall
UN 1-8552

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KL 25-085

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Clayton W. Eymann
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Van L. Shaver, Secretary
3rd City Hall
KL 2-3085
A. C. McSheehy, Jury Commissioner

TRAFFIC FINES BUREAU

164 City Hall
James M. Cannon, Chief Division Clerk
KL 2-3068

GRAND JURY
427 City Hall
Meets Monday at 8 P.M.
UN 1-8552

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William J. O'Brien, Secretary
David F. Supple, Consultant-Statistician

ADULT PROBATION DEPARTMENT
604 Montgomery St.
John D. Kavanaugh, Chief Adult Probation Officer
YU 6-2950

ADULT PROBATION COMMITTEE
Meets at call of Chairman
Kendrick Vaughan, Chairman, 60 Sansome St.
Raymond Elsom, 681 Market St.
Daniel J. Collins, 2509 - 17th Ave.
Rt. Rev. Matthew P. Connolly, 349 Fremont St.
Maurice Moskowitz, 2900 Lake St.
Robert A. Penhady, 456 Post St.
Frank Ratto, 326 California St.

YOUTH GUIDANCE CENTER
375 Woodside Ave.
SE 1-5740

Thomas F. Strycula,
Chief Juvenile Probation Officer

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Meets at call of Chairman
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Mrs. Fred W. Bloch, 3712 Jackson St.
Rev. John A. Collins, 429 - 29th Ave.
Jack Goldberger, 240 Golden Gate Ave.
James S. Kearney, 1871 - 35th Ave.
Mrs. Marshall Madison, 2930 Vallejo St.
Rev. James B. Flynn, 1000 Fulton Street
Rev. Hamilton T. Boswell, 1875 Post St.
Miss Mary Green, 1362 - 30th Ave.
Philip R. Westdahl, 490 Post St.

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230 City Hall
HE 1-2121

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Joseph Mignola, Executive Assistant

CONTROLLER
109 City Hall
Harry D. Ross
HE 1-2121

Wren Middlebrook, Chief Assistant Controller

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Maurice Sheen,
340 - 25th St. N.W., Washington, D.C.

LEGISLATIVE REPRESENTATIVE, STATE
223 City Hall
MA 1-6163

Donald W. Cleary
El Mirador Hotel, Sacramento, during Sessions

DEPARTMENTS UNDER THE MAYOR

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100 Larkin
HE 1-2121

Meets 1st Monday of month 2:45 P.M.
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Bernard C. Buckley, M.D., 450 Sutter St.
Mrs. Albert Chomondier, 2770 Vallejo St.
Harold Gilliam, 223 Telegraph Hill Blvd.
Nol Sinton, 1029 Francisco St.
John K. Hargison, Mills Tower
Betty Jackson, 2835 Vallejo St.
William E. Knuth, S. P. State College
Charles O. Peterson, 116 N. Montgomery St.
Joseph Escherich, 2865 Powell St.

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President, City Planning Commission
President, Veterans Museum
President, Public Library Commission
President, Recreation and Park Commission
Joseph H. Dyer, Jr., Secretary

CITY PLANNING COMMISSION

100 Larkin St.
HE 1-2121
Meets every Thursday 2:30 P.M.

Joseph E. Tinney, President, 2317 Mission St.
Louis Mark Cole, 1958 Vallejo St.
Philip Dindia, 536 Bryant St.
Gardner W. Mein, 315 Montgomery St.
Mrs. Charles B. Porter, 142 - 27th Avenue

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Chief Administrative Officer
Manager of Utilities
James R. McCarthy, Director of Planning
Thomas G. Miller, Secretary

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151 City Hall
HE 1-2121
Meets every Thursday at 4 P.M.

William A. Lahaner, President, 351 California St.
Wm. Kilpatrick, 827 Hyde St.
Hubert J. Soher, 155 Montgomery St.
George J. Grubb, Gen. Mgr. of Personnel

DISASTER CORPS

45 Hyde St.
HE 1-2121
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Alex N. McCausland, Public Information Officer

EDUCATION, BOARD OF

135 Van Ness Avenue
UN 3-4650
Meets 1st and 3rd Tuesdays at 7:30 P.M.

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Mrs. Lawrence Oran, Jr., 10 Walnut St.
Adolfo de Uriste, 512 Van Ness Ave.
Charles J. Foenh, 55 Fillmore St.
Samuel Lader, 11 Sutter St.
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Terry A. Francois, 2855 Sutter St.
Peter E. Haas, 98 Battery St.
Mrs. Bertha Metro, 323 Turk St.
Nat Schmulowitz, 625 Market St.
John Francis Delury, Executive Director

FIRE COMMISSION

2 City Hall
UN 1-8006
Meets every Tuesday at 4 P.M.

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Edward Kenneth, 601 Polk St.
Bert Simon, 1550 Polk St.
William F. Murray, Chief of Department
Albert E. Hayes, Chief, Division of Fire
Prevention & Investigation
Thomas W. McCarthy, Secretary

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61 Grove St.
HE 1-2121
Meets 2nd Tuesday of month at 4 P.M.

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George A. Bonifay, 1857 - 23d Ave.
Donald M. Campbell, M.D., 977 Valencia St.
Frank J. Collins, 2614 - 16th Ave.
Thomas P. O'Sullivan, 1510 Powell St.
Walter E. Hook, M.D., Medical Director

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City Attorney

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OR 3-5800
Meets 1st and 3rd Thursdays at 10 A.M.

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Jefferson A. Bonifay, Vice-Chairman, 1728 Post St.
Charles R. Greenstone, 2 Geary St.
Charles J. Jung, 2614 - Washington St.
Charles Shumway, 988 Market St.
John W. Beard, Executive Director

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536 Golden Gate Ave.
MEETS every Thursday, 4 P.M.
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G. Raitzer Peterson, 2916 Vallejo St.
Paul Thompson, 1842 Jefferson St.
D. W. Wooster, 201 Darien Way
Vining T. Fisher, General Manager
Thomas J. O'Toole, Secretary

PERMIT APPEALS, BOARD OF

227 City Hall HE 1-2121
MEETS every Wednesday at 3:30 P.M.
Ernest L. West, President, 265 Montgomery St.
William H. H. Davis, 984 Polson St.
Peter Tamaras, 1026 Harrison St.
J. Max Moore, 505 Potrero Ave.
Clarence J. Walsh, 2450 - 17th St.
J. Edwin Mattox, Secretary

POLICE COMMISSION

Hall of Justice SU 1-2020
MEETS every Monday at 5:00 P.M.
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Harold R. McKinnon, Mills Tower
Thomas J. Nelson, 390 First St.
Theodore Cahill, Chief of Police
Alfred J. Mello, Deputy Chief of Police
Thomas Zaracosa, Director of Traffic
Capt. Daniel McKlen, Chief of Inspectors
Lt. Wu J. O'Brien, Commission Secretary
Capt. John T. Butler, Department Secretary

PUBLIC LIBRARY COMMISSION

City Center HE 1-2121
MEETS first Tuesday each month at 4 P.M.

Rose M. Fanchelli, President, 511 Columbus Ave.
W. Allen Ehrhardt, 233 Rafael Way
John E. Gurich, 300 Montgomery St.
Campbell McGregor, 675 California St.
Rev. William Turner, 164 Broderick St.
Mrs. J. Henry Mohr, 2 Castaneda Ave.
Milton K. Lepetich, 1655 Polk Street
Mrs. Hazel O'Brien, 404 Ellis St.
Albert E. Schwabacher, 4 - 100 Montgomery St.
S. Lee Vavuris, 290 Geary St.
Thomas W. S. Ho, D.D.S., 1111 Stockton St.
William H. Bohman, Librarian
Frank A. Clavore, Jr., Secretary

PUBLIC UTILITIES COMMISSION

287 City Hall HE 1-2121
MEETS every Tuesday at 2 P.M.
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Edward B. Baron, 41 Casa Way
Don Fozzakerley, 831 Howard St.
Stuart N. Greenberg, 765 Folsom St.
Thomas P. White, 400 Brannan St.
Robert C. Kirkwood, Manager of Utilities
R. J. Macdonald, Secretary to Commission

Bureaus and Departments

Accounts, 287 City Hall HE 1-212
George Negri, Director
Airport, San Francisco International, S. P. 28
Belford Brown, Manager
Hetch Hetchy, 425 Mason St. PR 5-700
Harry B. Lloyd, Chief Engineer and General Manager
Municipal Railway, 949 Presidio Ave. FI 6-565
Charles B. Miller, Manager
Personnel & Safety, 949 Presidio Ave. FI 6-565
Paul J. Fanning, Director
Public Service, 257 City Hall HE 1-2121
William J. Simons, Director
Water Department, 425 Mason St. PR 5-700
James H. Turner, General Manager

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585 Bush St. EX 7-6000
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Nicholas A. Leonard, 220 Montgomery St.
Mrs. John J. Murray, 1306 Portola Drive
Jacqueline Smith, 557 Tenth Avenue
Frank H. Simons, Secretary
Donald H. Born, Director of Public Welfare
Mrs. Eulalia Smith, Secretary

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McLaren Lodge, Golden Gate Park SK 1-4866
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Peter Eercut, 1 Lionhard St.
Mary Margaret Casey, 525 Mission St.
William M. Coffman, 525 Market St.
Dr. Francis J. Herz, 409 Sutter St.
Mrs. Joseph A. Herz, 2504 Green St.
John F. Conway, Jr., 311 California St.
Raymond S. Kimball, General Manager
Paul N. Moore, Secretary to Commission

REDEVELOPMENT AGENCY

525 Golden Gate Ave. OR 3-4181
MEETS every Tuesday at 3:30 P.M.
Robert Griffin, Chairman, 465 California St.
Roy N. Russell, 443 Bush St.
Walter P. Kaplan, 835 Market St.
Lawrence R. Palacios, 355 Hayes St.
Sydney G. Walton, Crocker Building
M. Judith Hermann, Executive Director
M. C. Hermann, Secretary

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93 Grove Street HE 1-2121
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James M. Hamilton, 300 Montgomery St.
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Martin P. Wormuth, 4109 Pacheco
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Veterans Building MA 1-6600
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Eugene D. Bennett, 225 Bush St.
Frederic Cammilleri, 300 Montgomery St.
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George T. Hayes, 111 Sutter St.
Sam K. Harrison, 431 Bryant St.
Wilbur J. Henderson, 19 Maywood Drive
Gladys J. Mure, 555 North Point
Ralph J. A. Stern, 305 Clay St.
Edward Sharkey, Managing Director
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SAN FRANCISCO MUSEUM OF ART

Veterans Building HE 1-2040
George Culler, Director HE 1-2040

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Thos. P. Christian, Market Master MI 7-0423

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Dr. Henry W. Turkel

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276 Golden Gate Avenue HE 1-2121
D. I. Townsend, Chief
Doyle L. Smith, Superintendent of Plant

FINANCE & RECORDS, DEPARTMENT OF

220 City Hall HE 1-2121
Virgil Elliott, Director
County Clerk HE 1-2121
Martin Mongan, 317 City Hall
Public Administrator HE 1-2121
Cornelius S. Shea, 375 City Hall
Recorder & Registrar of Voters HE 1-2121
Thomas A. Toomey, 167 City Hall
Tax Collector HE 1-2121
John C. Gatti, 167 City Hall
Records Center HE 1-2121
L. J. LeGuennec, 150 Otis

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Helenok 1-2121, Ext. 704
Lloyd Conrich, 45 - 2nd Street
Edward Dulack, 333 Montgomery
Walter Newman, J. Maginn, Stockton & O'Farrell
Frank P. Oman, 257 - 4th St.
Terence J. O'Sullivan, 200 Guerrero St.
Irwin J. Mussen, Secretary, 254 City Hall

PUBLIC HEALTH, DEPARTMENT OF

Health Center Building UN 1-4701
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Hassler Health Home, Redwood City EM 6-4633
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Earl Hake, Adm. Superintendent HE 1-2900

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Assistant Director, Administrative
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J. McDonough, Supervisor
Architecture, 35 City Hall HE 1-212
Charles W. Griffith, City Architect
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Robert C. Leary, Superintendent
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A. J. Ekleberry, Superintendent
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Sidney Franklin, Supervisor
Engineering, 330 City Hall HE 1-212
Clifford J. Goetz, City Engineer
Sewer Repair & Sewage Treatment, 2323 Army St.
Walter B. Jones HE 1-212
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Bernard M. Grady, Superintendent
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A WELCOME TO SAN FRANCISCO was extended by Mayor George Christopher (right) to Hideo Nakano, new Executive Director of the Japan Trade Center, 531 Sutter Street. Mr. Nakano—who was commercial consul here in the early '50s—comes back to succeed Genzo Maezawa (left above), who established the Japan Trade Center here six years ago and has been in charge ever since. Mayor Christopher expressed his appreciation for Mr. Maezawa's contribution to San Francisco's international trade and his regret at saying farewell, along with his pleasure in welcoming Mr. Nakano. After a return to Japan, Mr. Maezawa will go to Hamburg, Germany, as Executive Director of the Japan Trade Center there, the only one in Europe. He formerly was stationed in the Hamburg area for nearly 20 years.

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The Big Lift

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Fifty-four years ago, derby-hatted men skilled in the use of sailing ship block-and-tackle drove the Thomas rigs.

When the men and heavy rigs of the G. W. Thomas Drayage & Rigging Co. moved into Brooks Hall and Civic Auditorium recently to set up 600,000 pounds of exhibit material for the Air Force Association convention, old-time San Franciscans had another graphic glimpse at the changes half a century has brought to the city and nation.

Huge, multi-wheeled diesel trucks rumbled in with jet engines, missile nose cones and electronic devices concocted to put men on or about the moon. Fifty-four years ago, when the blue-and-white Thomas rigs turned out to help clean up after the earthquake and fire, derby-hatted men skilled in the use of sailing-ship block-and-tackle drove the horse-drawn wagons. In those days, the big need was for skilled hands who could install water tanks or big, gilt-hulled flagpoles on the roofs of downtown buildings.

"We still need all the old skills," says Gordon C. Oliver, vice-president and general manager of Thomas. "But the equipment we have now—100-ton mobile cranes, fork lifts, hydraulic jacks, electric hoists—would have flabbergasted those high-fisted riggers and teamsters who worked for G. W. Thomas when Ed Kroll drove team and built the company into the San Francisco institution it has become."

As Thomas men set up the huge Air Force exhibit, Oliver noted, other crews were completing a variety of jobs that once would have been done with simple, primitive equipment. Two bakeries were being moved to new locations. Machinery was being set in place at the atomic energy plant in Livermore. Special crews were hauling safes—one for United Crusade—heavy shop equipment for the public schools, transformers for P.G.&E. Other crews had just



Today huge multi-wheeled diesel trucks and cranes manned by the same type of personnel carry on the tradition of the company.

completed an emergency job on the Oakland waterfront, righting a huge gantry crane that had buckled under an eight-ton load.

"Those jobs could have been done by the old G. W. Thomas hands," Oliver explained. "The fact is we still have men who learned their craft in the old way. But the equipment we've had to acquire would be as fantastic to the original gangs here as the jobs we're called on to do."

Today, too, G. W. Thomas is under the direction of a woman. Mrs. Matilda Rice, a tall, handsome former legal secretary and grandmother, became president of the drayage-rigging company at 114 - 14th Street after the death of Koll, her brother, in 1956. She also is president of Smith-Rice derrick barge companies since the death of her husband, the late Charles N. Rice. As such, she is "boss" to 150 men of assorted crafts who work 100-odd vehicles,

wheelbarrows to the multi-wheeled trucks, and nine big floating cranes.

G. W. Thomas, as it has over half a century, still serves customers from steamship captains to bank presidents and shopkeepers with a safe or odd piece of machinery to move. Once it was a whale that stranded on the ocean beach. Another time a piece of marble at the high altar of a church, machines to Mother Lode gold mines, a giraffe for the San Francisco zoo, gigantic engines for Sierra powerhouses. Today it may be bank vaults, an entire machine shop, intricate and delicate mechanical brains, or the Emporium's annual rooftop carnival equipment at Christmas.

"Men and equipment have changed over half a century," says Mrs. Rice. "But our service hasn't. We're still here to move the unusual load—anything that's too heavy, too tall, too broad or too tough."

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Around and About

(Continued from Page 5)

And conversed in politest language,
The girl with the Blue Velvet Band.

After lunch, to a well kept apartment,
We repaired to the third floor above;

And I thought myself truly in heaven,
Where reigneth the Goddess of Love.

Her lady's taste was resplendent,
From the graceful arrangement of things;

From the pictures that stood on the bureau,
To a little bronze Cupid with wings.

But what struck we most was an object
Designed by an artistic hand;
'Twas the costly "lay out" of a hop-fiend
And that fiend was my Blue Velvet Band.

On a pile of soft blankets and pillows
She reclined, I declare, on the floor.
Then we both hit the pipe, and I slumbered;
I ponder it now o'er and o'er.

'Tis months since the craven arm grasped me,
And in bliss did my life glide away;
From opium to dipping and thieving,
She artfully led day by day.

One night coming home wet and dreary,
With the swag from a jewelry store,

I heard the soft voice of my loved one
As I gently opened the door.
"If you'll give me a clue to convict him,"

Said a stranger, in tone soft and bland,
"You'll then prove to me that you love me."
'Tis a go," said my Blue Velvet Band.

All ill gotten gains we had squandered,
And my life was hers to command;
Betrayed and deserted for another—
Could this be my Blue Velvet Band?

My heart, oh it filled up with anger
At woman, so fair, false and vile,
And to think that I once true adored her
Brought my lips a contemptuous smile.

Before I came home I was hunted
By the cops, who had wounded me too.
And my temper was none of the sweetest
As I swung myself into their view.

And the "copper" not liking the glitter
Of the 44 Colt in my hand
Hurriedly left by the window,
Leaving me with my Blue Velvet Band.

What happened to me I will tell you:
I was ditched for a terrible crime;
There was hell in a bank about midnight,
And my pal was shot down in his prime.

As a convict of hard reputation,
Ten years of hard grind did I land,
And I often thought of the pleasures
I had with my Blue Velvet Band.

One evening as bedtime was ringing,
I was standing close to the bars.
I fancied I heard a girl singing
Far out in the ocean of stars.

Her voice had the same touch of sadness
I knew that but one could command,
It had the same voice of gladness
As that of my Blue Velvet Band.

Long months have gone by since this happened,
And the story belongs to the past.
I forgave her, but just retribution
Claimed this lovely but false one at last.

She slowly sank lower and lower,
Down, down through life's shifting sands,
'Til finally she died in a hop joint.
This girl with the Blue Velvet Band.

If she had been true when I met her,
A bright future for us was in store.
For I was an able mechanic,
And honest and square to the core.

But as sages of old have contended,
What's decreed, us poor mortals must stand;
So a grave in the potter's field ended
My romance with the Blue Velvet Band.

Now when I get out I will hasten
Back to my old home town again,
Where my chances are good for some dollars,
All the way from a thousand to ten.

And if I'm in luck I'll endeavor
To live honest in some other land;
And so bid farewell to dear Frisco
And the grave of my Blue Velvet Band.

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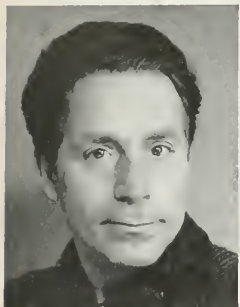
(Continued from Page 3)

and that Gene McAteer is not all alone in running for Mayor.

And Whatever happened to the gentleman who in the heat of last year's Mayoralty campaign said they were thinking seriously of Assessor? Wasn't there a Dr. Charles Ertola mentioned at that time?

Also: In the light of the vigorous and all-over-the-city type of campaign being waged by Dion Holm's heir apparent, Tom O'Connor, does that mean that the likes of John Jay Ferdon and Harold Dobbs are disinterested?

But the real Big Question, my



BENIAMINO BUFANO

friends. Where, oh where, will Benny's St. Francis go? Answer that and you can be Mayor, Assessor, City Attorney, or just Happy. It is reassuring to note that the Warden of Alcatraz and Bishop Pike have both joined the ranks of Those Who Are Concerned—ranks, it should be added, that have swollen to include at least eight or nine Seriously Concerned San Franciscans.

MUNI VIGNETTE: A story with a decidedly sad ending for San Francisco taxpayers was told in the recent Grand Jury report on the Muni Railway.

The committee, making a generally good report about the Muni operation, became "frankly critical," as it admitted, "of those persons who contrive to build up cases for minor or even fancied injuries..."

Then it went on to say that: "A classic example of this is the case of the passenger who sustained injury while riding on a Railway vehicle. The Railway readily admitted liability. The medical expense of the injured person was less than \$150. The claimant demanded \$2,500. The Railway offered \$2,000 and this offer was declared a fair one by the court in the pre-trial hearing. In due course the case went to trial and the jury awarded a judgment of \$12,500."

Bully for the committee—Joseph Connell, Richard King and Louis Rocca—for calling a spade by its correct name!

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ROBERT M. DESKY
Deputy City Attorney

Robert M. Desky, a Deputy City Attorney, was recently appointed General Legal Council of the California State Junior Chamber of Commerce.

Desky has been active in the S.F.J.C. since 1957. He was on the "Get-out-the-Vote" and "Youth in Government Day" projects, is now on the S.F.J.C. Board of Directors and is currently supervising the 1960 J.C. Membership Drive.

He holds membership in the American Bar Association, Commonwealth Club, Northern California Association of Phi Beta Kappa, San Francisco Symphony Foundation and S. F. Young Republicans.

In the City Attorney's office since 1954, Desky works in municipal public utility law under Thomas M. O'Connor, Public Utilities Counsel of San Francisco.

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